

IN THIS  
ISSUE WE  
ASSASSINATE:

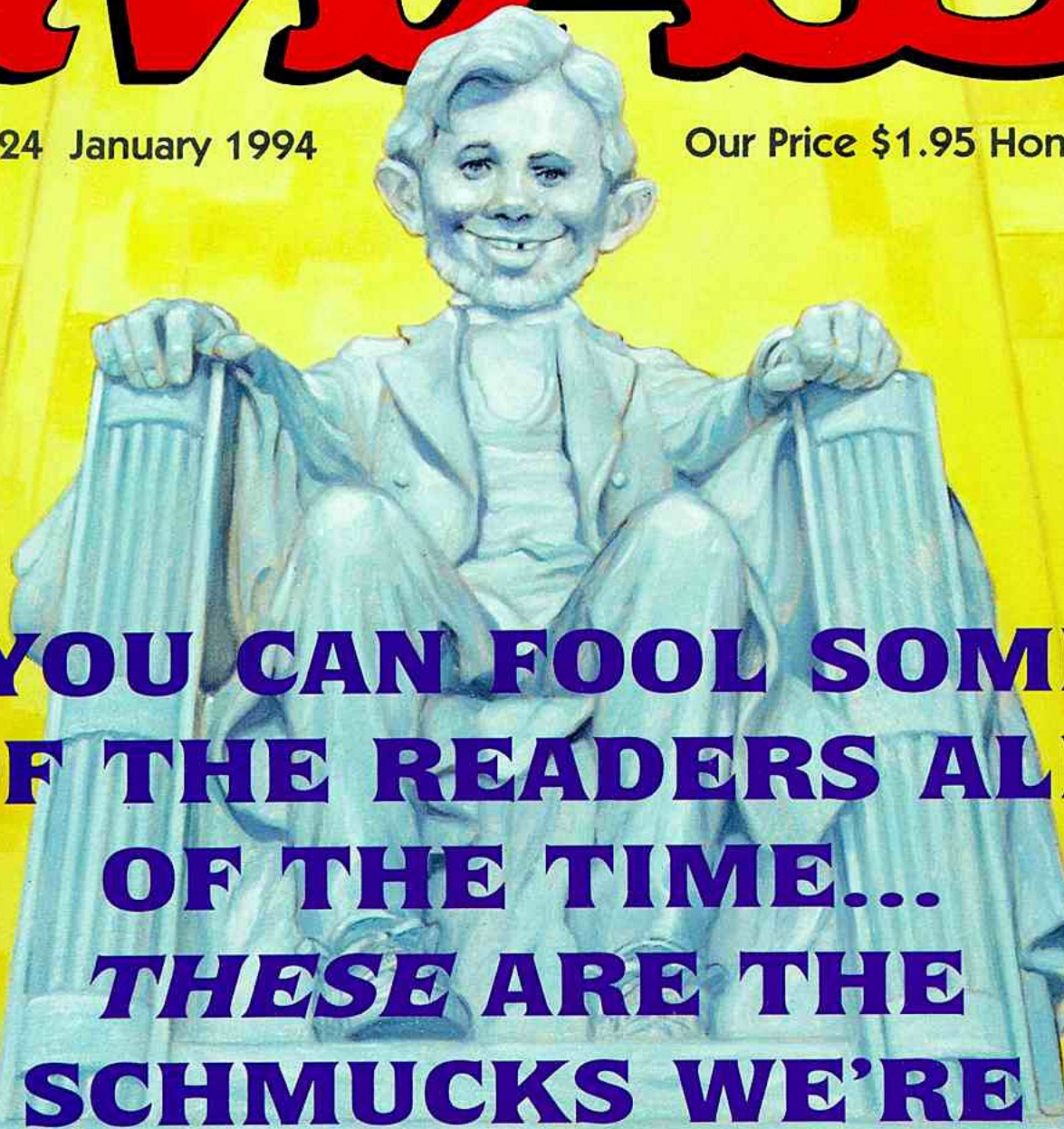
IN THE  
LINE  
OF FIRE

SLEEPLESS  
IN  
SEATTLE

# MAD<sup>IND</sup>®

No. 324 January 1994

Our Price \$1.95 Honest!



**“YOU CAN FOOL SOME  
OF THE READERS ALL  
OF THE TIME...  
THESE ARE THE  
SCHMUCKS WE’RE  
AFTER!”**

**—ABRAHAM E. NEUMAN**





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...and the recipient will think you're really a big spender when they get the authentic MAD Pin Collection too!



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# MAD

"Most people don't act stupid; it's the real thing!"

—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

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## LETTERS AND TOMATOES DEPT.



### "REGIONAL CELEBRATIONS"

I'm sitting here reading "Regional Celebrations You Rarely Hear About" (MAD #322) and I stumbled across a gross error. One of the celebrations is "Bakersfield, CA—First week in May: First Brussels Sprouts of the Season Festival." There are four things wrong.

First: I was raised in Bakersfield, in the heart of Kern County. Bakersfield is a CITY. You don't normally find farm land in a city.

Second: Brussels Sprouts have large leaves at the top of the stalks. There are no leaves in Porges' drawing.

Three: Brussels Sprouts bear in the FALL. The last time I checked, May is in the Spring.

Third: This is the most important point. There are NO Brussels Sprouts farms in Kern County due to the long, hot, dry summers.

William Rickman  
West Covina, CA

Ricky—Your letter arrived just in the nick of time. We were about to run Duck Edwing's "The Culver City Cauliflower Calamity," but now we're having second thoughts. Could you look into this cauliflower thing and get back to us? And have someone help you with your paragraph numbering next time, okay?—Ed.



### ARCHITECTURAL DIGRESS



When it comes to interior design, there's no material more versatile than MAD! On the left, Rachel Pasternack of Winsted, CT sent us this photo of her dad admiring her wall-to-wall issues! On the right is Mark Petka of Brookhaven, PA! He prefers his MAD collection on the wall. Haven't these people heard of bookshelves? We can't wait to see what Martha Stewart will do when she gets her hands on a few issues!



## ENTERTAINMENT FOR MENSA

As a card-carrying member of Mensa (the high IQ society), I'll have you know that not all of us are austere erudite elitists bedizened with plastic pocket protectors. I, for one, have a propensity for perusing your provocative periodical and I'm proud of it. Oftentimes, while simultaneously masticating, I even cachinnate with such puissance that particles of comestibles are forcefully ejected from my rhinal orifice!

Kimberly Cope  
Minneapolis, MN

Oh joy! We've been waiting to hear from a member of Mensa! There's a question that's been stumping us for years—we didn't even get an answer when we sent it in to that bogus genius Marilyn Vos Savant over at that bogus magazine *Parade*. Here's the question: In the first *Godfather* movie, what did they do with the rest of the horse?—Mr. Ed.



Kimberly Cope: The genius is in her hats!

### A MAD BEAUTY TIP

In the MAD #322 "You always come back to the basics" subscription ad, you show Alfred E. Neuman as he appeared in 1952, '64, '77, '81 and '93. What is Alfred's secret to staying so young?

Kyle Kelly  
Sinking Spring, PA

How does Alfred stay so young? Two words: Minoxidil Shakes!—Ed.

## FREUDIAN DIP

It is the feeling of the Freudian Society, of which I am a member, that your blistering replies in the so-called "Letters and Tomatoes" department are harmful to young minds. These young people, in an interest toward developing communication skills, write to your magazine. Your replies, making these young people out as idiots, not only causes a sense of hatred toward mankind, but also lowers self-esteem. In our opinion, it is not those contributors to the magazine, but the magazine itself that is a schmuck!

Laird Perkins  
Centralia, IL

Since you're a member of the Freudian Society, we're sure you are familiar with Doctor Siggy's pioneering work in the field of oral fixations. But then again, even Karl Jung would admit it doesn't take a Freudian psychologist to know that your letter sucks! Thanks for writing!—Ed.

### FROM ONE AL TO ANOTHER

I can't tell you how thrilled I was to pick up the latest issue of MAD and see that you'd done a parody of my new album on your cover! I guess idiotic minds think alike!

"Weird Al" Yankovic  
Hollywood, CA



Gee, Al, we thought you were parodying OUR cover! Either way, check out the World Publishing Premiere of Al's new MacArthur Park song parody "Jurassic Park" on page 8 of this issue! Fa fa!

### MAD SAVES LIVES

One of the situations in MAD #321's "Spin Doctors for the Rest of Us" was "Accidentally Unplugging Your Friend's Nintendo during the Final Level!" Well, it really came in handy! I was at my best friend's house and she was playing Nintendo and I was really bored. My foot wrapped around the plug and I unplugged it! My best friend got soooo mad, but when I told her what I read in MAD, she burst out laughing! If it wasn't for your magazine, I wouldn't be alive today!

Alexis Brown  
Manchester, CT

Thanks for your dramatic and compelling letter. That makes over 165 lives saved by MAD Magazine! Let's see William Shatner and those Rescue 911 boxos top that!—Ed.



## ALFRED E. NEUMAN LOOKALIKE CHOSEN!



The Winner!



The next King of England?

All hail the Prince! Mainly, that's how the voting went in MAD #322's first-ever Alfred E. Neuman lookalike contest! Hundreds of people sent us their votes by mail and fax! (Because that number represents just a tiny percentage of all eligible MAD reader/voters, it made our contest seem just like a real Presidential election!)

How did things stack up? Second runner-up DAVID LETTERMAN received a paltry 23.9% of the vote (Sorry, Dave, you'll have to use some of that \$14 million CBS gave you to buy your own subscription!) First runner-up TED KOPPEL received 32.2% of the votes

—impressive, unless you believe the rumor that Ted is the only contender who actually WORKS at developing his resemblance to Alfred! And our lucky royal winner? PRINCE CHARLES collected a whopping 38.2% of the vote! (Other, really inappropriate nominees received 57%!) Our analysis: A last-minute surge of votes from the Brit-loving Canadian Provinces put Chuck over the top! The bottom line? Now WE have to spring for transatlantic postage to get Bonnie Prince Charlie's free one-year MAD subscription to him! Boy, are we sorry we did this!

## MAD JACKPOTRZEBIE!

The scientific theory that says taking part in MAD Jackpotrzebie will prevent Lyme Disease is still inconclusive, but that doesn't mean you can't play! If the number printed on the upper-right-hand corner of the cover of your copy of MAD Collector's Series #7 matches one of the randomly selected numbers printed below, you win a free one-year subscription to MAD! To claim your prize, send the original cover (no photocopies) to: MAD Winner's Circle, 485 MADison Ave., New York, NY 10022. All prize claims subject to verification. Void in any state where prohibited by law. Employees of MAD or their relatives can't enter, so they'd better do everything they can to avoid deer ticks!

Here are the MAD Collector's Series #7 Winning Numbers!

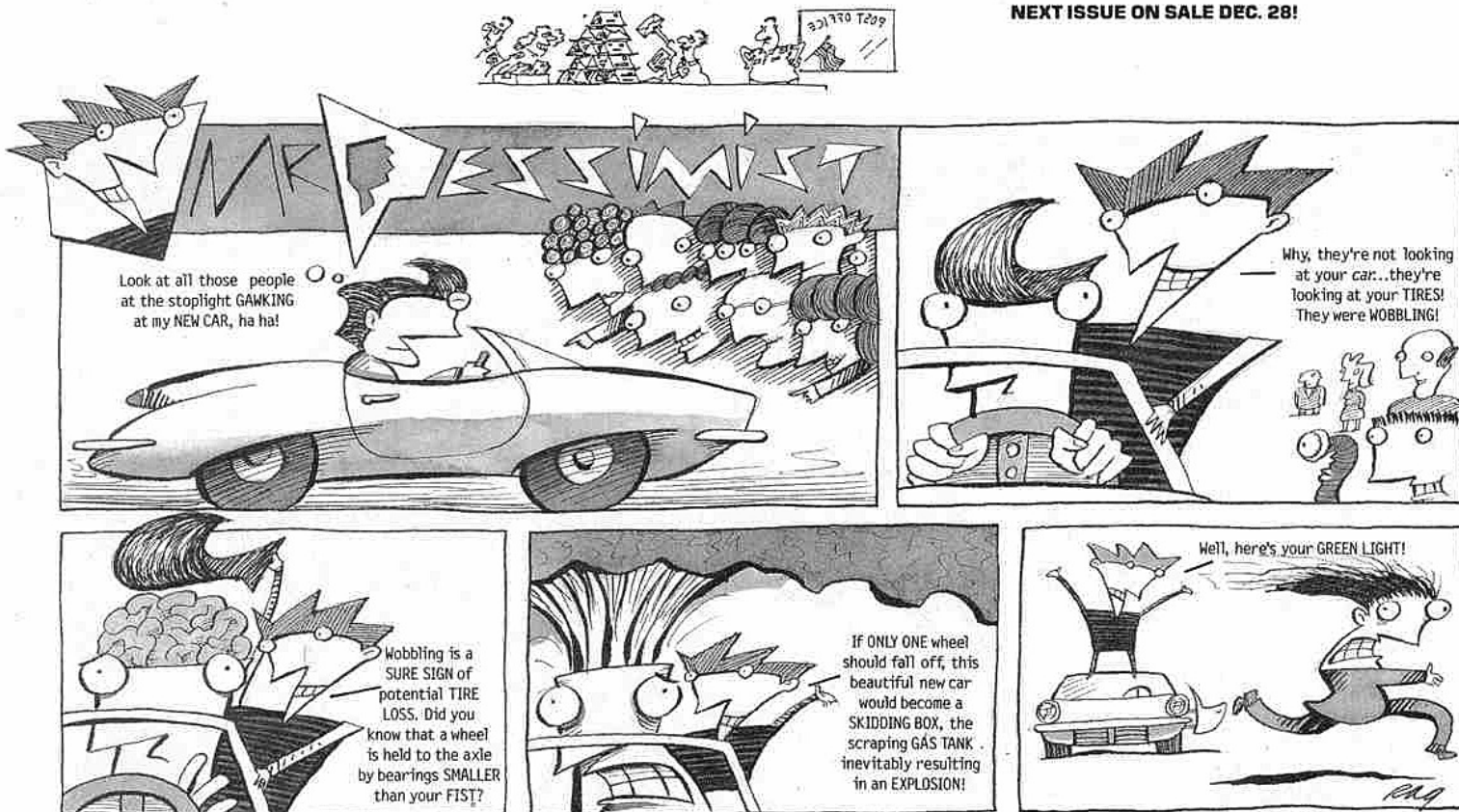
0,006,126	0,302,216	0,532,948	0,784,401
0,008,056	0,323,903	0,594,502	0,790,656
0,079,299	0,347,806	0,599,653	0,793,100
0,090,367	0,360,660	0,602,769	0,826,481
0,133,991	0,391,001	0,659,565	0,879,196
0,151,595	0,391,840	0,659,726	0,888,516
0,157,944	0,392,414	0,689,471	
0,172,584	0,397,498	0,696,053	
0,180,134	0,418,519	0,716,471	
0,212,057	0,430,416	0,725,533	
0,276,395	0,464,971	0,725,793	
0,280,407	0,498,451	0,736,095	
	0,518,544	0,783,339	

Please Address All Correspondence To:  
MAD, Dept. 324, 485 MADison Avenue  
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

TO FAX MAD: 212 752 6872

NEXT ISSUE ON SALE DEC. 28!

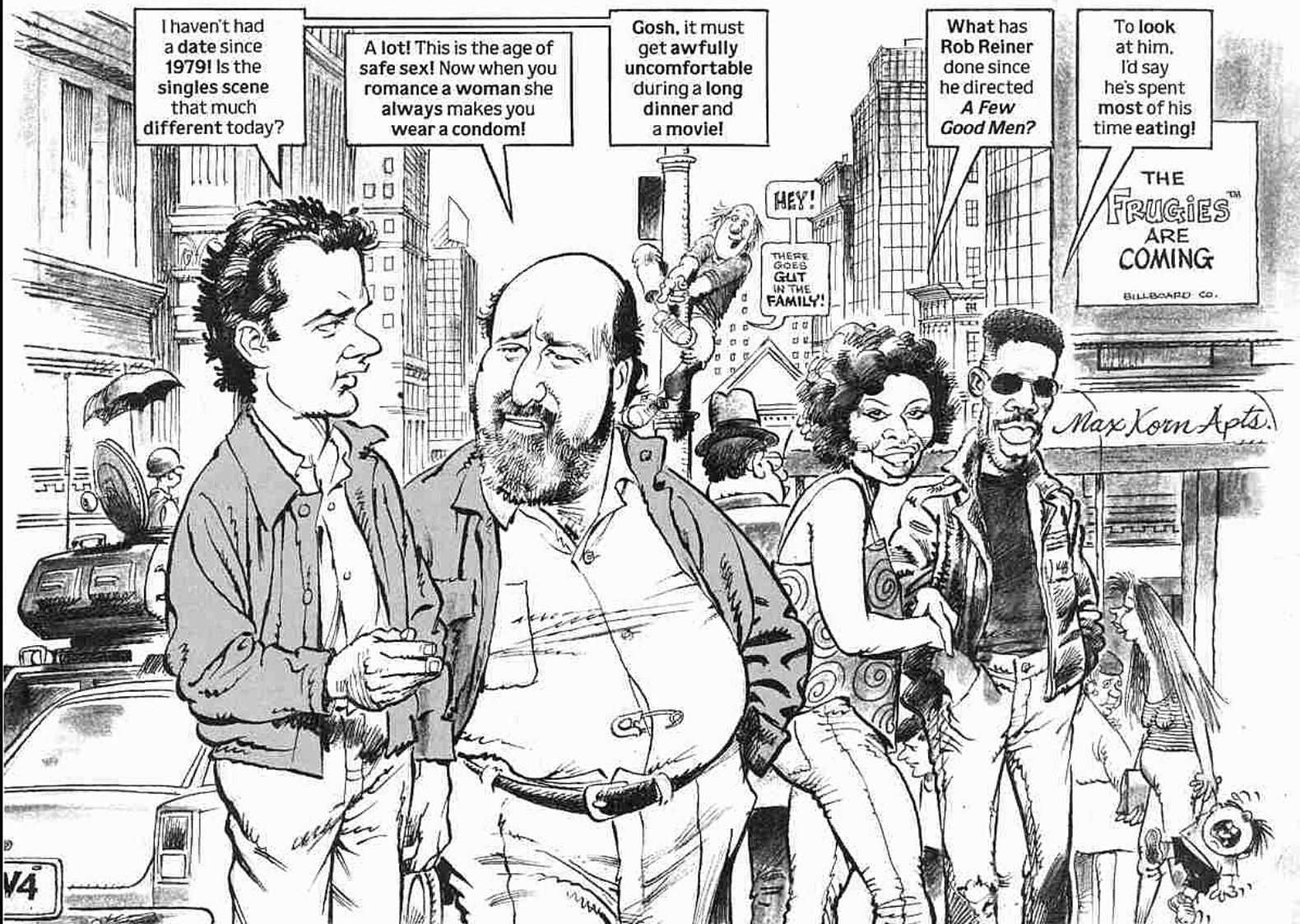


ARTIST: RAG WRITER: ROBERT BRAMBLE

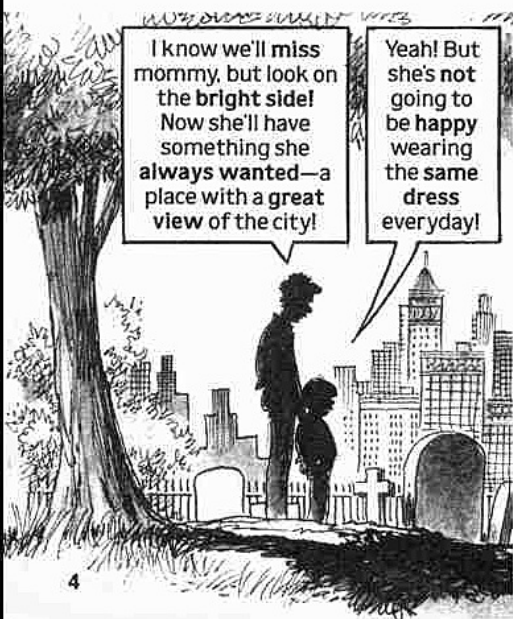


# A-TOM-MEG BOMB DEPT.

In a new movie Tom Hanks plays a recently-widowed architect. He's good-looking, warm, charming, and lives in a spectacular house boat in Washington state. Despite all these virtues, the writer of this film would have us believe that Hank's character has trouble getting dates! In fact, he's reduced to having his 10-year old son pimp for him on a national call-in radio show! Is it any wonder that we refer to this pathetic Hanks character as...



ARTIST: MORT DRUCKER





# SENSELESS IN SEATTLE

Rosie O'Donnell doesn't do anything in this picture! Why is she in it?

To make Meg Ryan look prettier and more feminine by comparison!

Come to think of it, she does the same for Tom Hanks!

I live with my widowed daddy but that's not enough! I really want a mommy! My dad just doesn't know what it feels like to be a kid!

No? Do yourself a favor boy and rent the video Big!

1992 PIN-UP

ELLIE

DRUCKER

The best part of this movie is seeing clips of that great old flick, *An Affair to Remember* starring Cary Grant and Deborah Kerr!

And the worst part of this movie is when they turn off the TV and we have to get back to watching *Senseless in Seattle* starring these two no-charisma stiffs!

WRITER: STAN HART

My daddy needs a wife because he's so lonely since mom died!

I wonder how I'd feel if we were married and Walter died! Come to think of it, I might not notice the difference!

I wish that Mommy was still alive!

I understand! But let's look on the happier side! Think of what we have, thanks to her!

You mean a close father and son relationship?

Something much more important! Her life insurance money that paid for this designer houseboat!

SS HOUSEBOAT

SEASICK IN SEATTLE

PIER PRESSURE



Tell us more about you and your wife!

We liked a lot of the same things—like baseball! She wanted to live long enough to see the Cubs win the World Series!

That's something else you have in common: You'll never live long enough to see the Cubs win a World Series either!

**CUBS!**  
THERE IS CRYING IN BASEBALL, AND IN SEATTLE

What is it with all this old music?

It fills the emotional void created by the lack of action in the film! Woody Allen uses this technique in all his movies!

Geez! I hope she's not going to copy his technique for handling children!



Dating sure is different today from what it was when I was going out fifteen years ago! Nowadays the woman can pick the time, the place, the restaurant and even pay the bill!

Yeah, this role reversal is very confusing to me!

Me too! Last week after making love, I got out of bed at four in the morning, got dressed and left the apartment!

But what's so confusing about that?

What's so confusing? It was my apartment!

Look at these responses from the call-in radio show! Here's an interesting one—someone wants to give you a million dollars, but she looks kinda weird in her picture!

Schemckel! It's from the Publisher's Clearing House! And that photo is Ed McMahon!



Here's the one! She writes, "All I do is sit around feeling sorry for myself. I can spend endless hours doing nothing and I'm looking for a chance to betray my fiancée. Signed, Brainless In Baltimore."

Boy! And I thought the Indianapolis Colts were desperate to get out of Baltimore!



Hah ha hah ha hah!

I hate your date! She's always laughing!

Don't knock it! At least someone's having a good time during this dull picture!







It's great seeing them frolicking on the beach! You can tell a lot by just watching them. For instance, I'll bet the boy will grow up to be a doctor judging by the way his dad lets him play with the medical waste that's washed up on the shore!



The lady from Baltimore said she would be on top of the Empire State Building on Valentine's Day! I'm going to meet her but I'm scared of being all alone in New York City!

Psst! Hey, kid! I'll tell you how to get by in the big city!

First you check into the Plaza, then you watch out for Joe Pesci and Daniel Stern!



Something terrible could have happened to you! You could have been killed! That would have been even worse than losing mommy! You see, you're not insured!



It seems somehow that I know you from before!

You should! We were lovers in *Joe Versus The Volcano*!

I forgot about that!

So did the studio, or they wouldn't have put you two together again after such a box office bomb!

Meeting on top of the Empire State Building! It's just like in that beautiful Cary Grant movie! It's so romantic!

It may be romantic in *An Affair To Remember*, sister...



...but it's hell in *King Kong*!



I hope this works out better than the other times I encouraged a relationship with people from talk radio shows!

What's the problem?



I can't get Howard Stern and Rush Limbaugh out of my house!





VIDIOT'S DELIGHT DEPARTMENT

*First there was MacArthur Park, then there was Jurassic Park. One was a hit song, the other a hit movie. Now, Weird Al Yankovic combines the two in his demented new video surprisingly called:*





# JURASSIC PARK

Parody of "MacArthur Park" (Jimmy Webb)  
New lyrics by Al Yankovic

I recall the time they found those fossilized mosquitoes  
And before long, they were cloning DNA  
Now I'm being chased by some irate velociraptors  
Well, believe me...this has been one lousy day

Jurassic Park is frightening in the dark  
All the dinosaurs are running wild  
Someone shut the fence off in the rain  
I admit it's kinda eerie  
But this proves my chaos theory  
And I don't think I'll be coming back again  
Oh no

I cannot approve of this attraction  
'Cause getting disemboweled always makes me kinda mad  
A huge tyrannosaurus ate our lawyer  
Well, I suppose that proves...they're really not all bad

Jurassic Park is frightening in the dark  
All the dinosaurs are running wild  
Someone let T. Rex out of his pen  
I'm afraid those things'll harm me  
'Cause they sure don't act like Barney  
And they think that I'm their dinner, not their friend  
Oh no

Jurassic Park is frightening in the dark  
All the dinosaurs are running wild  
What a crummy weekend this has been  
Well, this sure ain't no E-ticket  
Think I'll tell 'em where to stick it  
'Cause I'm never coming back this way again  
Oh no  
Oh no



'TIS BETTER TO GIVE THAN TO PERCEIVE DEPT.

# Welcome To The Jungle





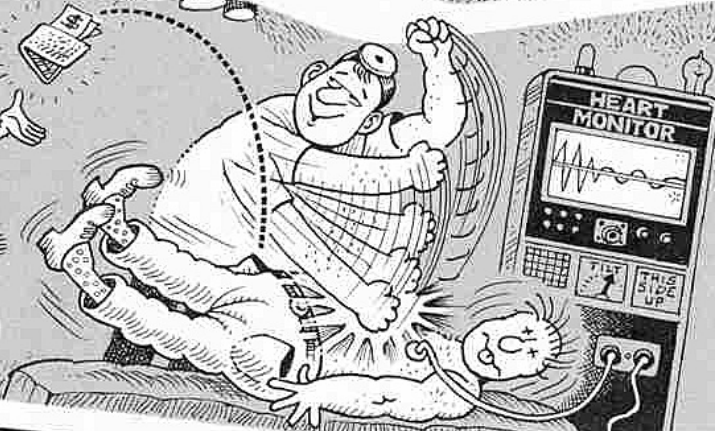
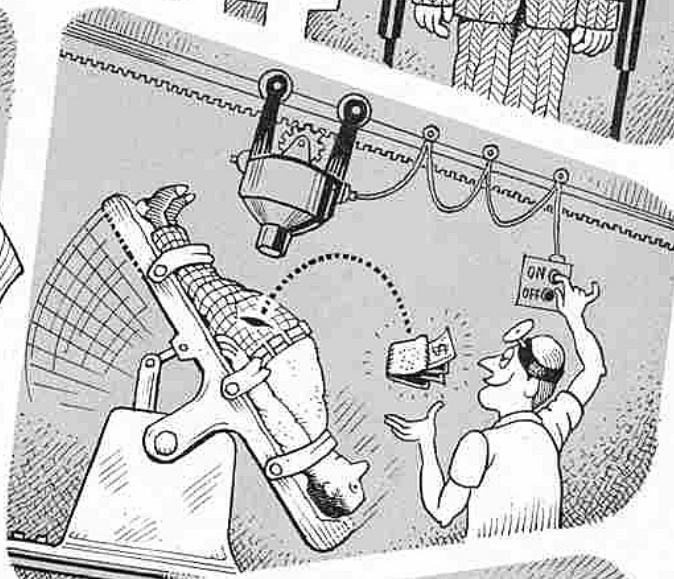
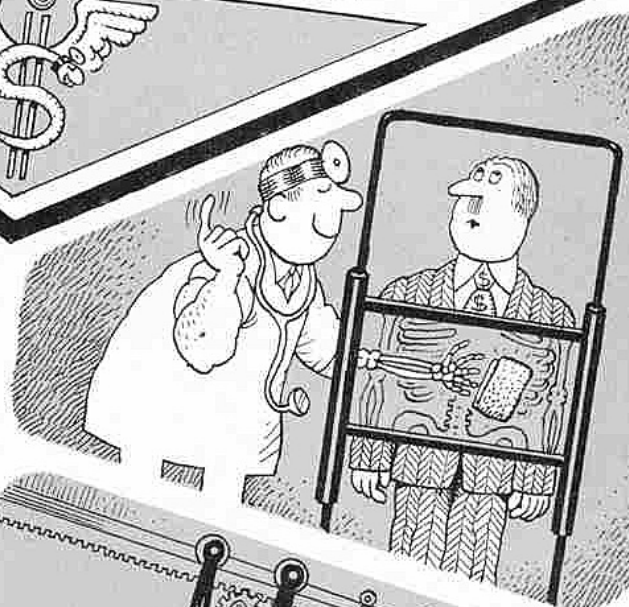
# MALPRACTICE ASSURANCE DEPT.

There are certain routine steps in the healing process that we have all come to expect when we enter a doctor's office. Step 1: The receptionist will spend 15 minutes questioning us about our health insurance. Step 2: The thoroughness of the treatment will vary in direct proportion to the insurance coverage found in Step 1. Gullible patients sometimes marvel at the coincidence that seems to enable their physician to exactly finance his European vacation down to the penny with the proceeds from their latest simple ailment. To them, MAD says, "Coincidence indeed!" Bilking the sickly is as much of a science as anything else that happens in a doctor's office.

To prove that point, we have found a copy of the secretly distributed catalogue that your physician uses to withdraw the last crumpled dollar bill from your pocket. As a public service, we now reprint that catalogue in full.

## MEDICAL TRAPPINGS & VESTMENTS, INC. "Helping You Bilk The Sick & Not-So-Sick Since 1924"

### DOCTORS' SUPPLY CATALOGUE



ARTIST: AL JAFFEE  
WRITER: TOM KOCH





### SNEEZE POWDER

in your waiting room air conditioner will convince patients they have contracted allergies requiring months of costly injections. Powder is made of finest black pepper, ragweed pollen and minced cat hair to create misery that nasal sufferers will pay big bucks to have you cure.

14067—"HAPPY GESUNDHEIT" BRAND

SNEEZE POWDER.....\$4.59 pound

### IMITATION IMAGING MACHINE.

This little beauty looks similar to a state-of-the-art diagnostic wonder that is capable of making three-dimensional scans at \$800 a pop. Actually, it's an out-of-date Japanese pinball game that we're offering at a fraction of what you'd pay for a real scanner.

4517—"DIAGNOSE FOR DOLLARS" MACHINE.....\$39.50

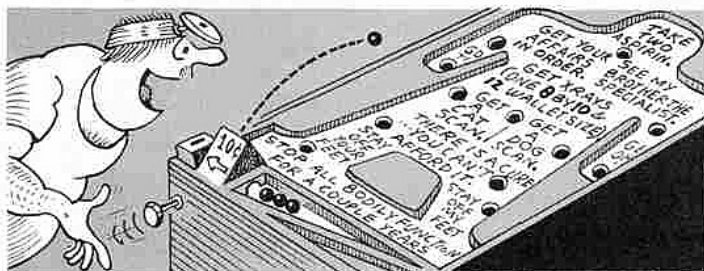


### RECONDITIONED CARNIVAL MACHINE

lets pure chance determine your diagnosis in difficult cases. Why rely on your sketchy knowledge when random chance opinions (with expensive treatments) spewed out by this baby can do the guesswork for you? Insert a dime and free yourself from responsibility.

6892—LUCKY LADY SYMPTOM SIFTER

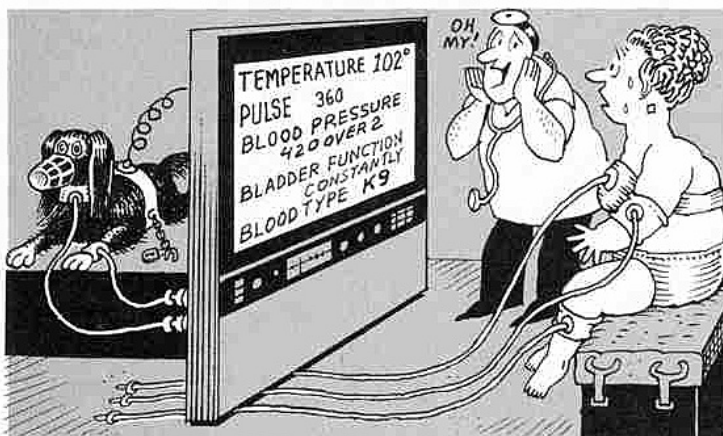
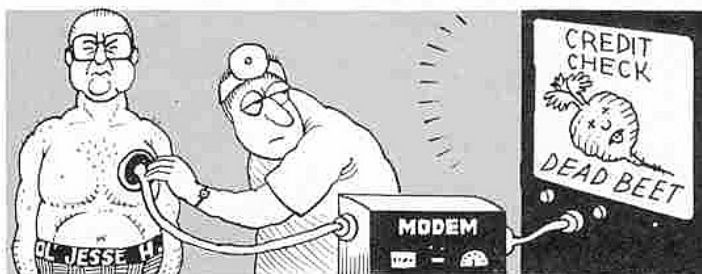
MACHINE.....\$450



### CHECK YOUR PATIENT'S CREDIT

while he thinks you're checking his heart rate! New computer looks like a medical diagnostic machine. Actually, it contains software to check bank accounts before you prescribe treatment that patient may be too poor to pay for.

2291—MEDICAL MONEY MONITOR.....\$2,999.99



### LIVE COCKER SPANIEL

is guaranteed to have all the physical traits found in this breed: rapid pulse, fluttering heartbeat, constant 102° temperature, etc. Hook this pup to your vital organs monitor and watch patients panic as they assume it's their own system running wild.

5548—MARVELOUS MUTT MONITOR.....\$119.75



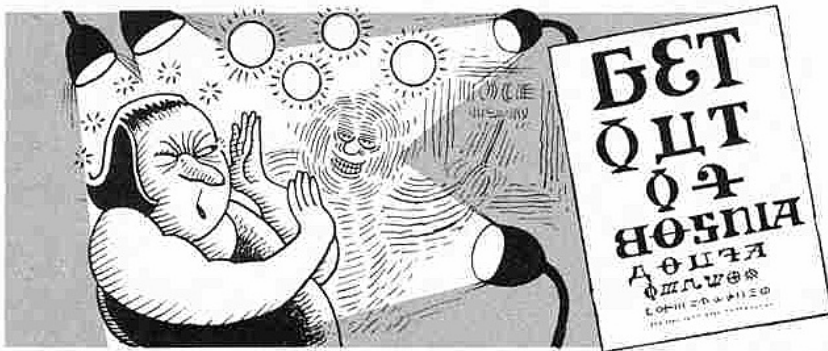
### LET HEART PATIENTS LIGHT YOUR OFFICE

with this power saving treadmill generator. Storage batteries are recharged as sweaty sickos pay you big fees to run in place. Even the efforts of feeble old ladies translate into collected kilowatts for you.

3397—FORCED LABOR TREADMILL

GENERATOR.....\$899.95

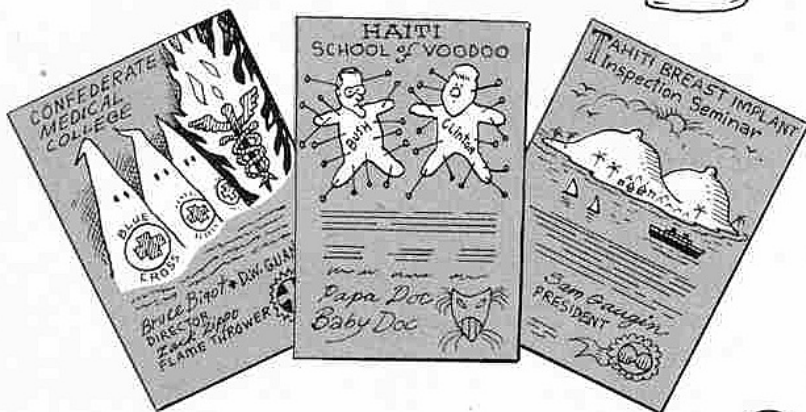




**SERBIAN EYE CHART**  
assures you of a lucrative prescription for glasses on every optical exam. Even keen-eyed patients are powerless as they try to identify unknown alphabet letters. Printed on shiny, slick paper so most Serbians can't read it either.  
68672—SLAVIC OPTIC CHART.....\$7.95



**FOOT OPERATED PHONE BELL**  
lets you get rid of complaining patients by pretending to receive important calls. Acclaimed in a recent A.M.A. Journal article, "Let The Incoming Call Be The Physician's Friend." Especially good for ducking patients' questions you can't answer.  
8947—"SAVED-BY-THE-BELL" PHONE.....\$49.50



**FAKE DEGREES AND DOCUMENTS**  
are vital to your success in the medical field where many doctors are real college graduates. We are closing out framed degrees from bankrupt schools that are hard to trace. Watch your prestige rise once your patients get a load of these beauties.  
1017—CONFEDERATE MEDICAL COLLEGE DEGREE\$22.50  
1018—HAITI SCHOOL OF VODOO MEDICAL DEGREE.....\$26.75  
1019—TAHITI BREAST IMPLANT INSPECTION SEMINAR.....\$38.00



**GELATIN FILLED THERMOMETER**  
uses a new space-age discovery to show that every patient is running a high fever. (The new space-age discovery is raspberry gelatin, which expands faster than mercury causing the gauge to jump to 104° almost instantly upon contact with a human mouth.)  
6099—"HOT LIPS" FEVER THERMOMETER. \$32 per dozen



**PRE-COATED TONGUE DEPRESSORS**  
put a sickly white film into even the healthiest mouth. Patented alum and chalk formula is released instantly upon contact with human spit to give your patient a rotten taste as well as a tell-tale coated tongue.  
30471—SICKLY SYMPTOM TONGUE DEPRESSORS.....\$26.50 per 1,000

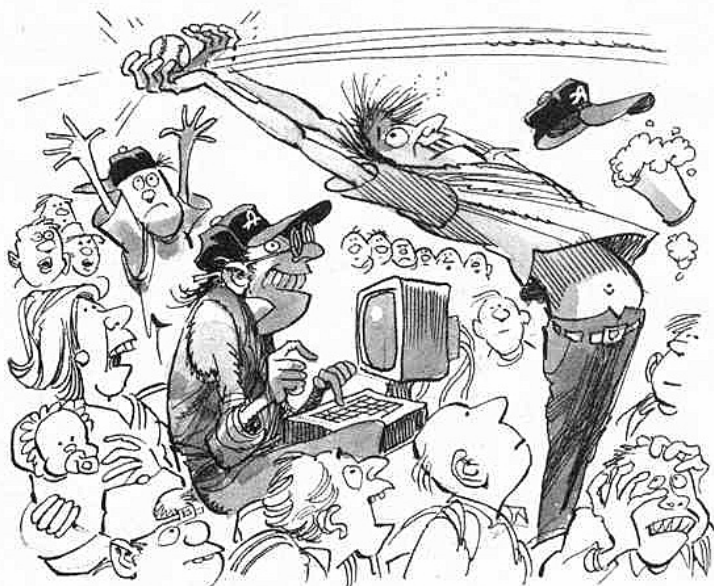




**THE OBSESSED IS YET TO COME DEPT.**

**A "fan" is defined as: "A machine fitted with blades that revolve rapidly"**

# A SPORTS FAN / A



**A SPORTS FAN** knows exactly how many homers Cecil Fielder hit last year. **A SPORTS FANATIC** knows the names and addresses of the people who caught them!



**A SPORTS FAN** proposes to his girlfriend over Diamondvision at half-time. **A SPORTS FANATIC** consummates his marriage the exact same way!

ARTIST: JACK DAVIS



**A SPORTS FAN** buys all the sports magazines to keep up with every team. **A SPORTS FANATIC** cancels his Sports Illustrated subscription for wasting space on those stupid swimsuits!



**A SPORTS FAN** believes she's getting closer to the game by having sex with the athletes. **A SPORTS FANATIC** does the same thing by having sex with the San Diego Chicken!





y about a central hub, for stirring air." Please ignore this as you read . . .

# SPORTS FANATIC



**A SPORTS FAN** is outraged when the owner cuts his catcher's pay from 2.2 million to 1.9 million. **A SPORTS FANATIC** starts selling pints of his blood to help make up the difference!

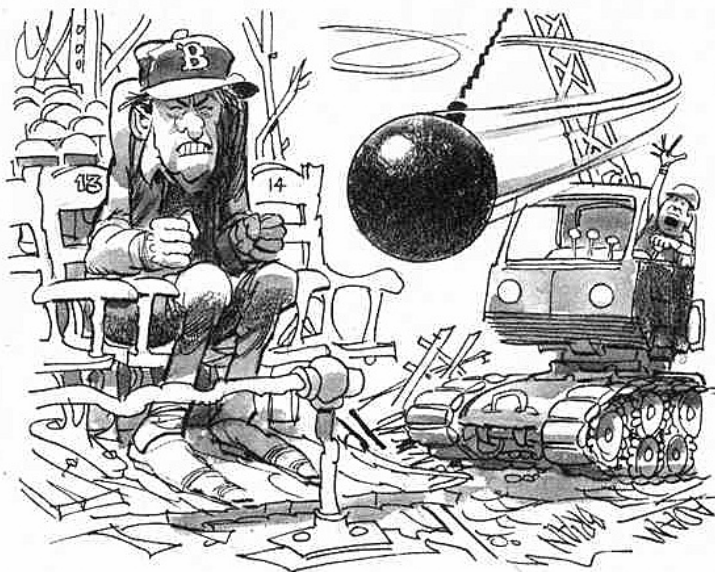
WRITER: DESMOND DEVLIN



**A SPORTS FAN** works long and hard voting for his hero to make the All-Star team. **A SPORTS FANATIC** systematically murders the more deserving competition to ensure his hero's selection!



**A SPORTS FAN** puts his collection of autographed balls inside a glass case to protect them. **A SPORTS FANATIC** gets inside the case with the stuff to personally protect it!



**A SPORTS FAN** shows team spirit by staying put through a long, cold rain delay. **A SPORTS FANATIC** shows team spirit by staying put after the team has relocated to a new city!



## CATCH A SLIDING STAR DEPT.

Do you have to be talented to make it in the entertainment world today? Not really; just ask Steven Seagal! Do you have to be good looking? We doubt it, if Gilbert Gottfried is any indication! So what do you have to be? We don't have a clue! But while we don't know how to break into the business we do know when it's time to go! Yes, with our advice you'll know...

# YOUR

# SHOW BIZ CAREER IS DEFINITELY IN THE DUMPER WHEN...



...you find yourself on a talk show  
with Danny Bonaduce and  
Todd Bridges!

ARTIST: PAUL COKER



...your personal appearances at a shopping mall are  
outdrawn by a half-off sale at "Cheese and  
Sausage World"!





...the telethon you're appearing on is for you!



...you walk off your "ensemble cast" TV show in a salary dispute and the Nielsen Ratings go up!



...you show up for a taping of *Circus of the Stars*, and they hand you a shovel and a bucket!

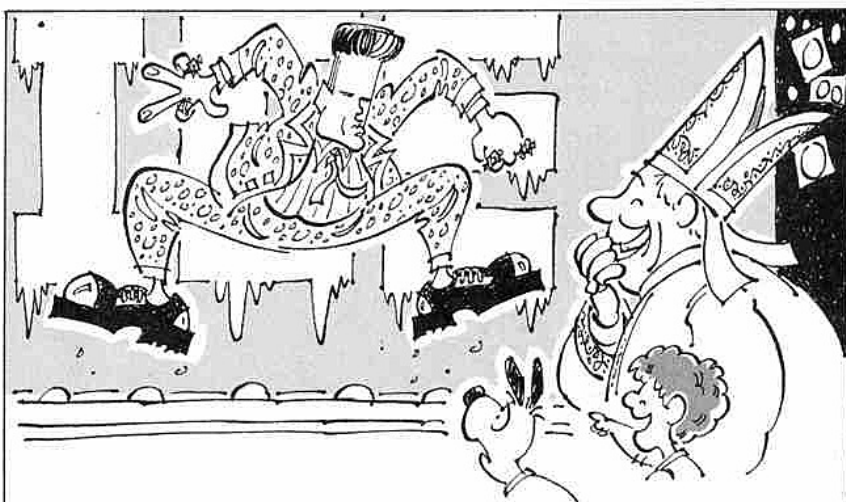


...your name is a stumper in the parlor game "ARE THEY DEAD OR ALIVE?"

WRITER: MIKE SNIDER



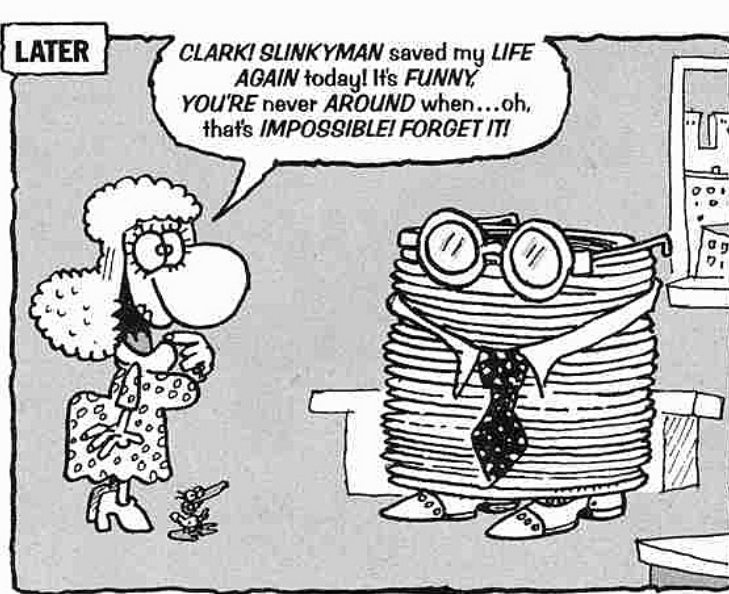
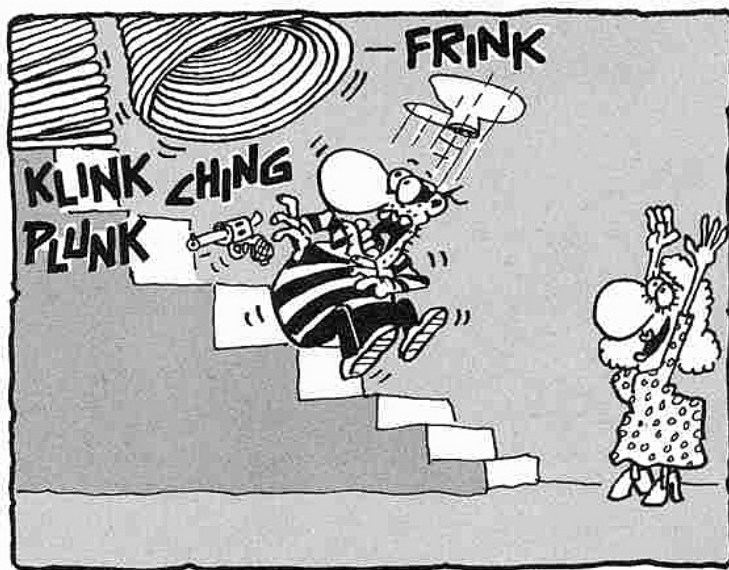
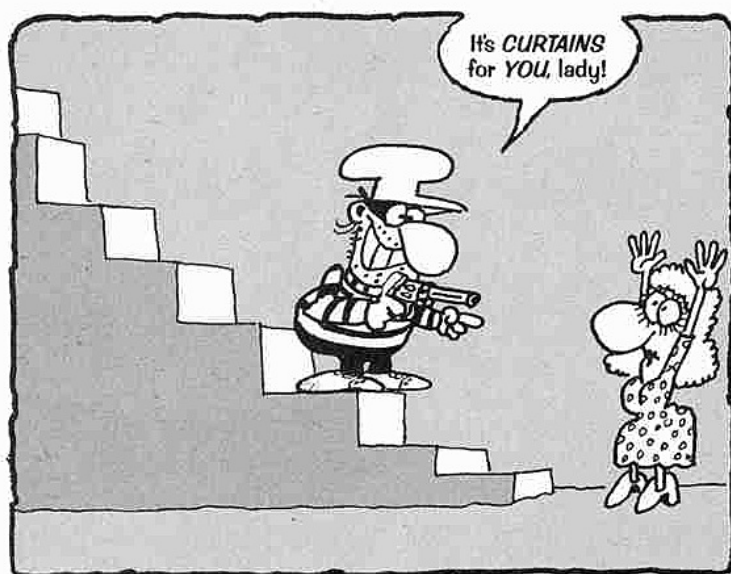
...talk show hosts regularly begin their introduction of you with "some of you may remember..."!



...you record a song with lyrics about killing babies, eating puppies and burning down the Vatican—and no one cares!



# THE COURAGEOUS COIL'S CRUSADE



ALONG THE SNIDE LINES DEPT.

What does the article you're about to read have in common with the Superbowl, a Kevin Costner facial expression and a truly funny Saturday Night Live skit? If you said they all occur about once a year, you'd be absolutely correct! So sit back and enjoy yourself as we scorn and mock those most worthy of scorn and mockery in our annual installment of that much lauded staple of American literature...

# the MAD NASTY FILE

ARTIST: GERRY GERSTEN

WRITER: TOM KOCH

VOLUME VII

CHARLES BARKLEY



...Was at his best in the Olympics, where a worldwide TV audience could watch him punching out underfed opponents.

...Shaves his head just like his heroes: Genghis Khan and Curly Howard.

...Needs to be traded to someplace farther away than Phoenix because you can still hear him from there.

WOODY allen



...Is merely living out his old stand-up comedy routine that portrayed him as a neurotic with a shaky grip on reality.

...Boycotts the Academy Awards because they don't admit children—even as your date.

...Has finally found a way to attract widespread public interest, which is something his movies never did.



## AL GORE



- ...Often has trouble finding clothes that conceal the key used to wind him up.
- ...Joins his wife Tipper in crediting their success as a couple to their role models: Ken and Barbie.
- ...Was picked to be Vice-President because he makes Bill Clinton look like a senior statesman by comparison.

## "Barney & Friends"



- ...Dresses its star in a costume he can also wear to seek work as a team mascot when the show is mercifully canceled.
- ...Teaches little kids that it's perfectly safe to nuzzle up to huge, carnivorous animals with sharp teeth.
- ...Appeals primarily to children from 4-to-6 with I.Q.s of 2-to-4.

## MACAULAY CULKIN



- ...Has a crackerjack agent who gets him millions for doing the same kind of damage any other kid would gladly do for free.
- ...Had to become a movie star because a twerp named "Macaulay" could never survive on a public school playground.
- ...Has the mentality of a typical ten-year-old, which is all he needs to be a Hollywood leading man.

## SENATOR BOB PACKWOOD



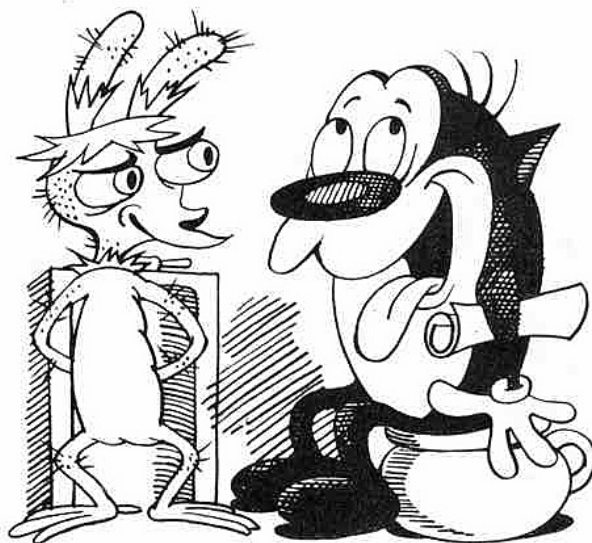
- ...Is so interested in women's issues that he encourages women to sit on his lap and tell him all about them.
- ...Is a graduate of the Ted Kennedy School Of Human Relations.
- ...Supported the Equal Rights Amendment in the belief that it would then be legal for him to enter girls' locker rooms.

## Daryl Gates



- ...Is credited with taking the spotlight off L.A.'s eternal "smog" problem and putting it on their police brutality problem.
- ...Stepped down as L.A. Police Chief to prove that he is equally incompetent as a radio talk-show host.
- ...Has been encouraged to enter national politics by those who think Pat Buchanan is too liberal.

## "THE ren & STIMPY SHOW"



- ...Gives continuing evidence of why none of its artists could get a job with Disney.
- ...Was turned down by all four of the major networks, which proves that commercial TV *can* sometimes make a correct decision.
- ...Makes people long for the quiet subtlety of *The Three Stooges*.

## "STUDS"



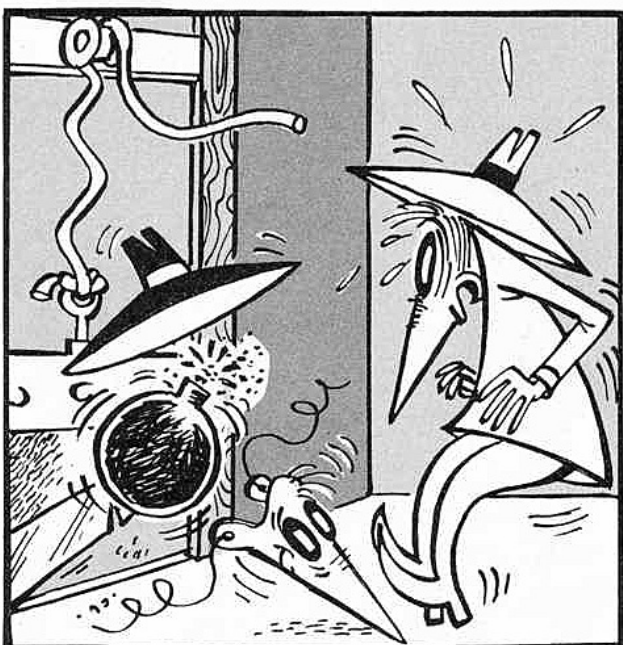
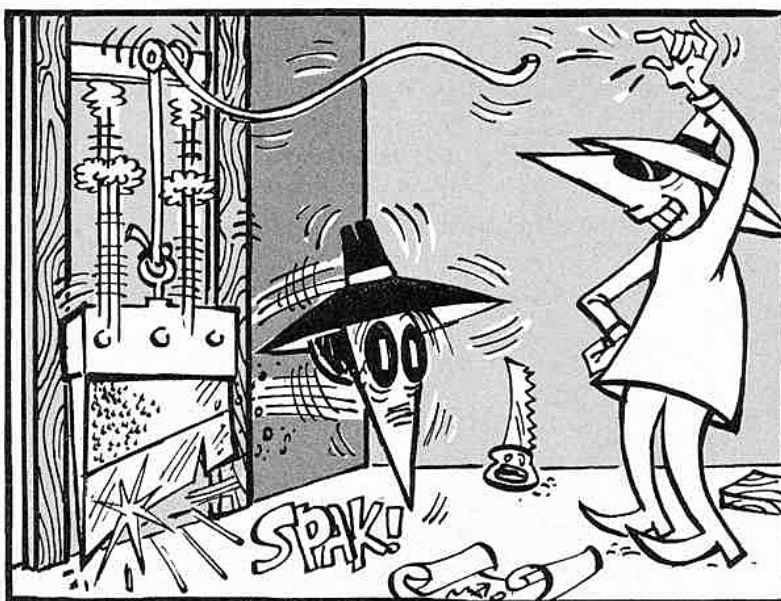
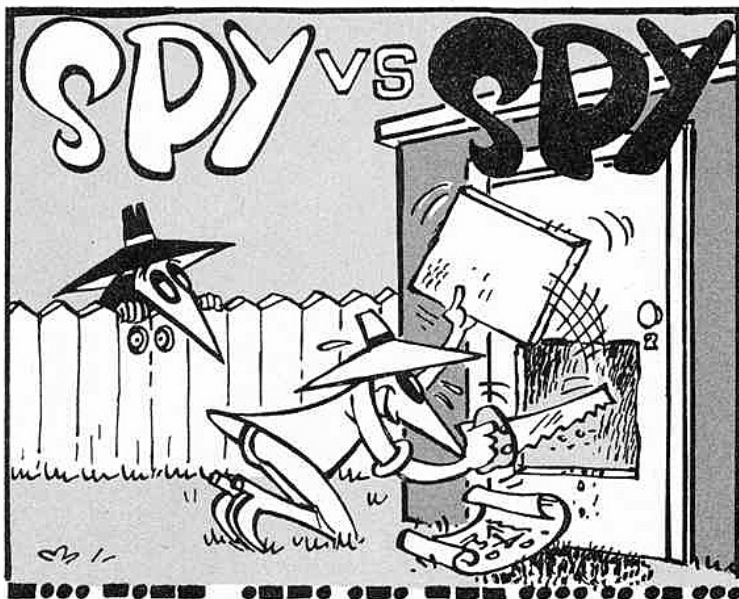
- ...Provides a public service by matching sex-crazed airheads up with each other, thereby sparing the normal population.
- ...Was planned as a cattle judging show until men and women unexpectedly volunteered to be on it.
- ...Makes viewers long for the sophistication and intellectual discourse of *The Dating Game*.

## LARRY KING



- ...Proves that you don't have to be one of those plastic "pretty boy" network-news types to be boring.
- ...Shows us how Mike Wallace and Sam Donaldson might have turned out if they'd both had lobotomies.
- ...Has the ability to get beyond the superficial questions to the ones *no one* cares about.

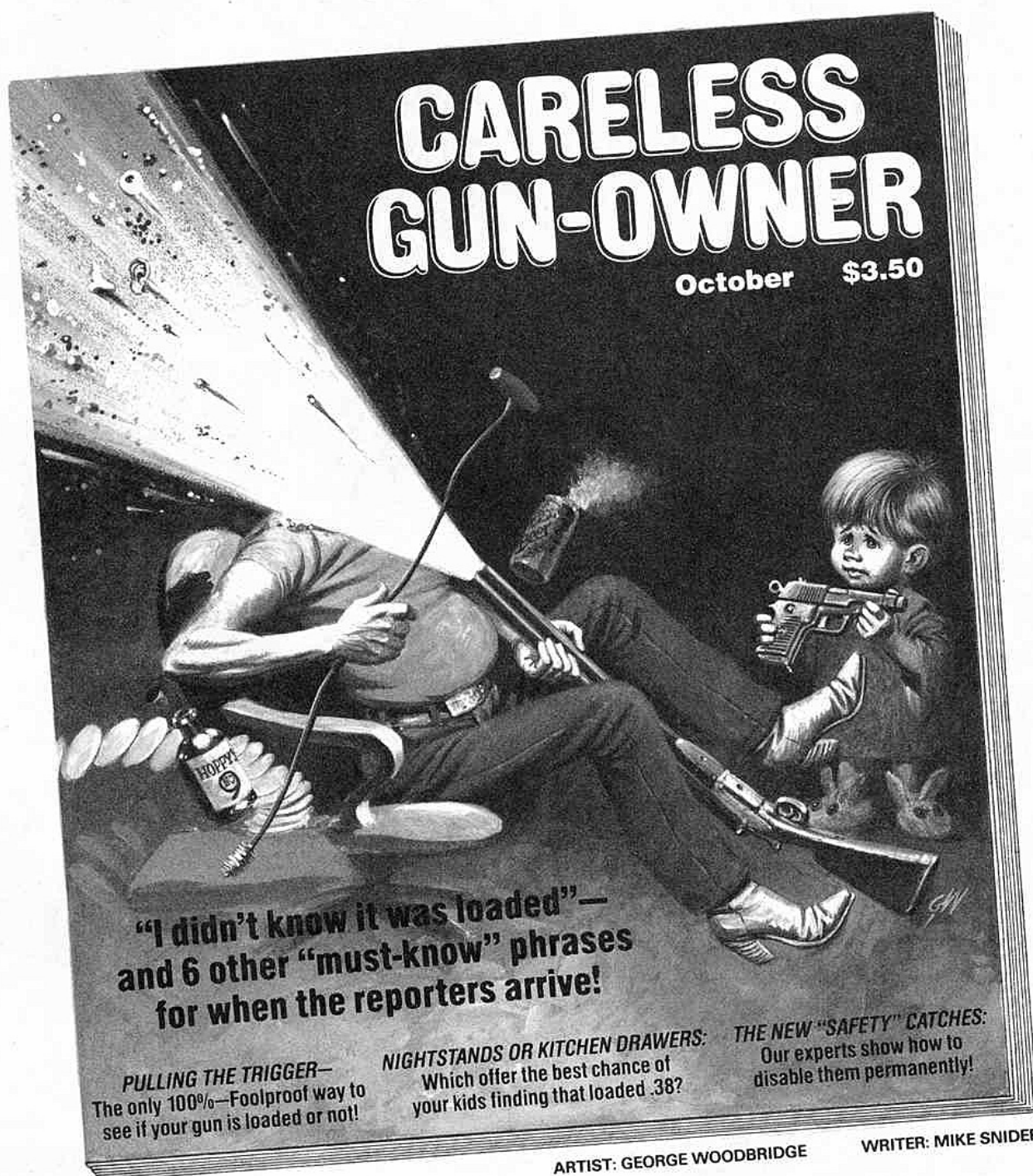




**SHOT OFF THE PRESSES DEPT.**

"American Rifleman" and "American Hunter" are two magazines published by the National Rifle Association, an organization whose main function is pressuring lawmakers into keeping guns of all kinds as easily available as bubble gum. This is an effort at which they have been hugely successful, as anyone working at an Emergency Room or a County Morgue can tell you! While "American Rifleman" and "American Hunter" may be fine publications in their own right, (GAG! CHOK!), we feel that the NRA is missing a golden opportunity to cash in on the many millions of new gun enthusiasts they've helped to create—those "non-sportsmen," who, while you don't want to meet one in a dark alley, are just as avid about their weapons and just as hungry for advice, gun-tips and how-to articles! And we're sure their needs would be met...

# **If The NRA Published Magazines For ALL Types Of Gun Users**



ARTIST: GEORGE WOODBRIDGE

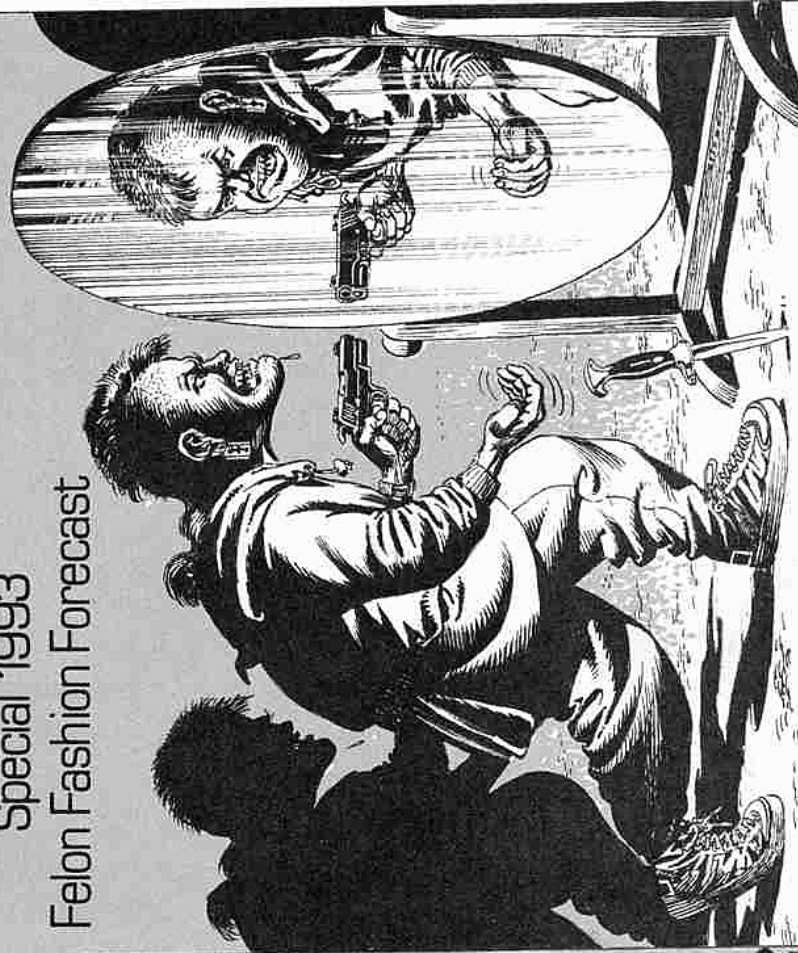
WRITER: MIKE SNIDER



# Better Hold-ups & Muggings

Dec.  
\$4.95

**Dressed to Steal**  
Special 1993  
Felon Fashion Forecast



## HINTS FROM PETER PAROLE

- Get out those pesky blood stains
- Make pantyhose-masks that breathe
- Stop "Trigger-Finger Cramps" fast

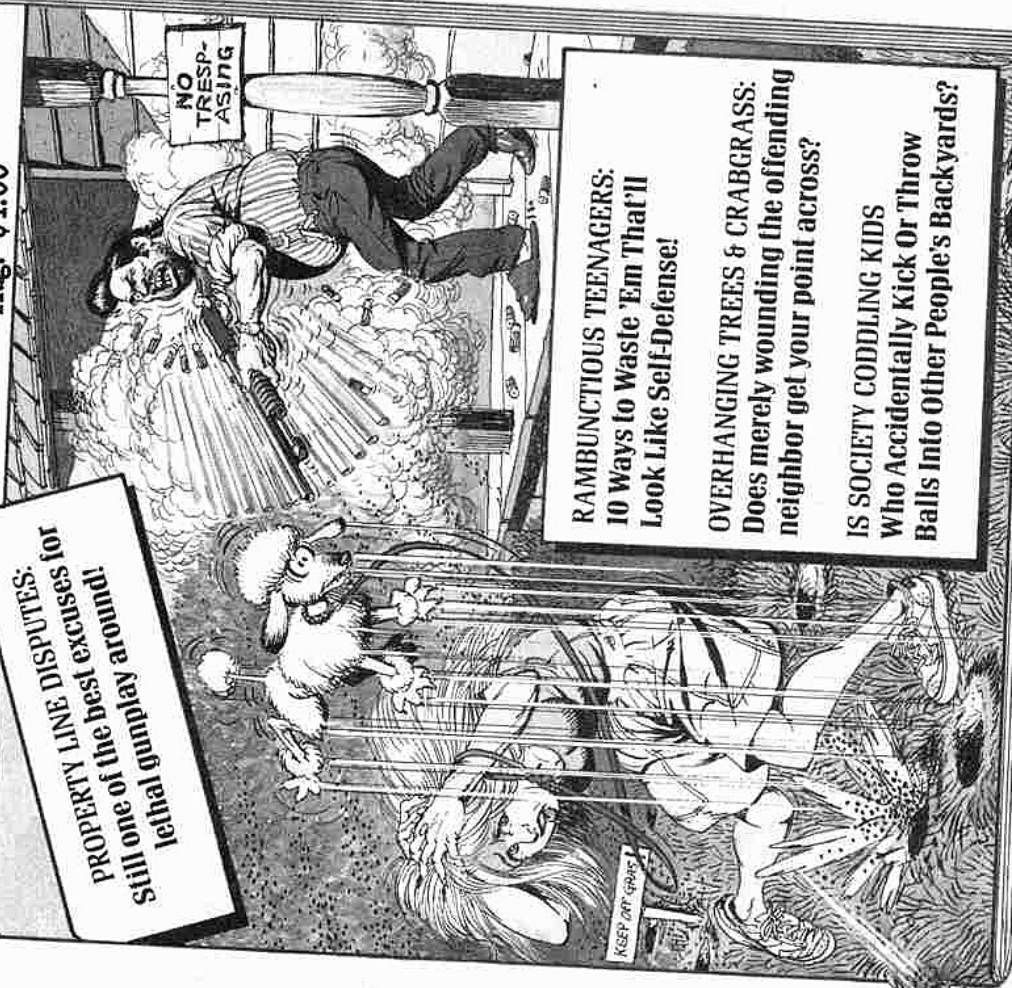
## GUN HANDLES & RIFLE BUTTS

These often overlooked ends can be almost as deadly...and save you bullets!

# Hot-Tempered Neighbor Monthly

Aug. \$4.00

**PROPERTY LINE DISPUTES:**  
Still one of the best excuses for  
lethal gunplay around!



**RAMBUNCTIOUS TEENAGERS:**  
10 Ways to Waste 'Em That'll  
Look Like Self-Defense!

**OVERHANGING TREES & CRABGRASS:**  
Does merely wounding the offending  
neighbor get your point across?

**IS SOCIETY CODDLING KIDS**  
Who Accidentally Kick Or Throw  
Balls Into Other People's Backyards?

# ARMED & PSYCHOTIC LONER

Nov. \$5.75



**INNOCENT BYSTANDERS:**  
How "innocent" can they  
be, really?

**What To Say When The  
Hostage Negotiator Arrives**

*Our Restaurant Reviewer Looks At:*  
Eateries that offer clear,  
unobstructed shots at all tables

# POPULAR SPOUSE-KILLING

June  
\$5.75



**CHECK THE INSURANCE POLICY—**

And 19 Other Things To Do Before You "Off" Your Loved One





In these Politically Correct times, no inequality is too trivial to exaggerate out of all proportion. In that spirit, we think it's now critical that our society finally address the biggest problem it's ever faced...yes, we're talking about

A black and white cartoon illustration. A young boy with spiky hair and freckles sits in a large, ornate rocking chair. He is holding an open book that reads "ANCIENT HISTORY OF THE 1980's". He has a confused expression on his face. A speech bubble with a large question mark is next to him. In front of the chair, a small, balding man with a large head is standing, looking up at the boy. A small bag with the name "SAM VIVIANO" is on the floor.



**ARTIST: SAM VIVIANO**



*Remember when... the biggest trouble with Yugoslavia was bad cars?!*

"Nostalgia Discrimination"! For too long, the so-called "adult" generation—your parents and their senile friends—have selfishly kept the pleasures of reminiscing about the highlights of their lives to themselves. Even worse, they've denied

that right to people with a chronological deficit, namely, those, through no fault of their own, too young to remember "the good old days"! Naturally, it falls to us (pointy-headed liberals that we are) to remedy this grave situation, with our...



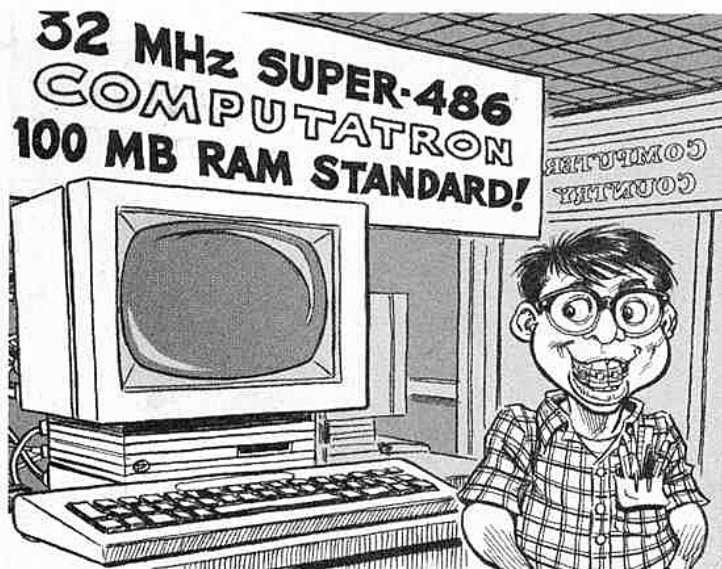
# nt Nostalgia

## Old-Enough-For-Regular Nostalgia")

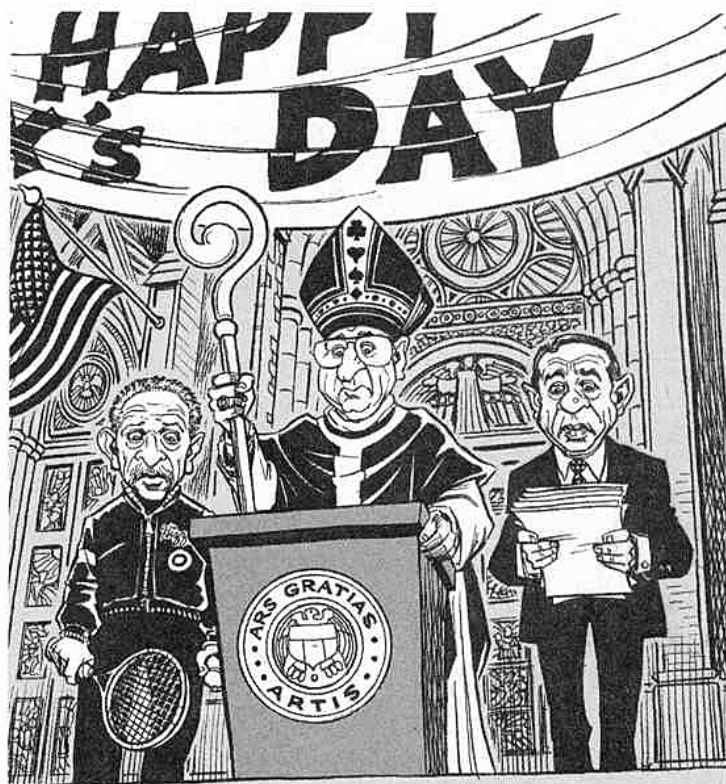


*Remember when...* the biggest buffoons in England were Benny Hill and Boy George—not the Royal Family?

WRITER: MIKE SNIDER



*Remember when...* we all got along just fine with an old 286SX computer with only one Megabyte of RAM?



*Remember when...* you could go to a Columbus Day parade without having to think twice about how "politically correct" or "incorrect" it was?!





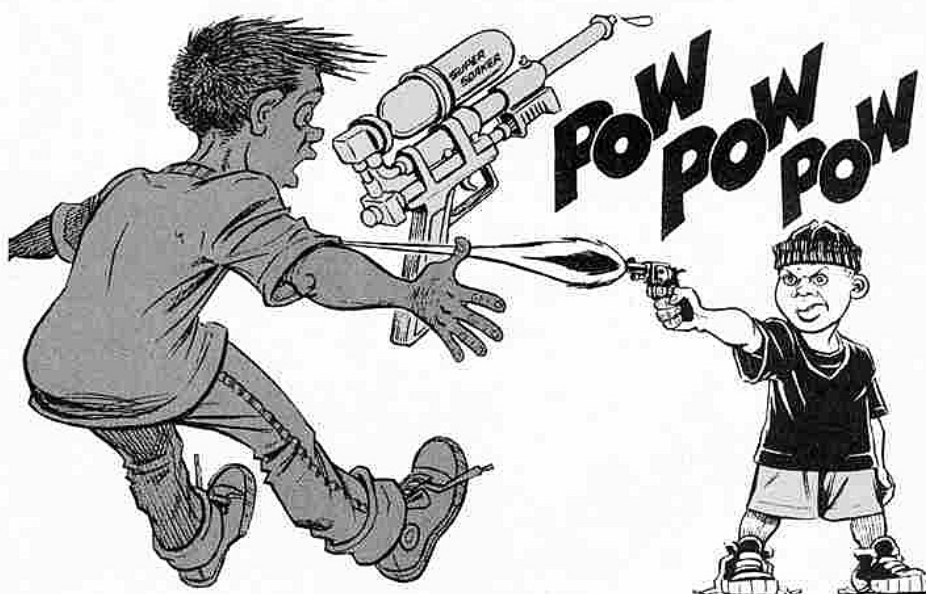
*Remember when... only dogs barked, not television studio audiences?!*



*Remember when... a white collar corporate criminal who damaged the economy could screw honest taxpaying citizens out of—at most—a few million dollars?!*



*Remember when... you had to tie your laces to keep your sneakers on your feet during ball practice in gym?!*



*Remember when... playing with squirt-guns could only make you wet?!*



28 *Remember when... we thought it couldn't get raunchier than Love Connection?!*

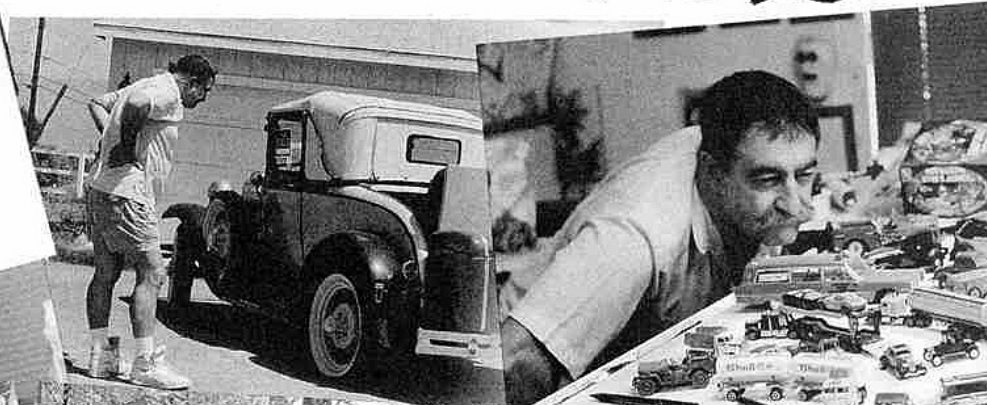


*Remember when... Heavyweight Boxing Champs just demonstrated how strong and mean they were inside the ring?!*

SERGIO  
ARAGONÉS

# LOOKS AT CARS

DEAR EDITORS:  
SURPRISE! I'VE  
COME UP WITH AN  
ENTIRELY NEW WAY  
TO DO "SERGIO ARAGONÉS  
LOOKS AT CARS" HOW  
DO YOU LIKE IT?  
S.



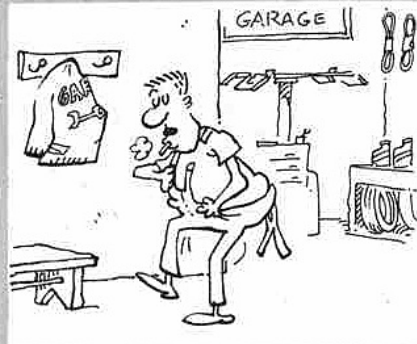
MAD

Dear Sergio!  
How do we like it? About as much as  
we like having a bad skin rash! Pick  
up your pen and go back to your old  
way of doing things--now--gracias!

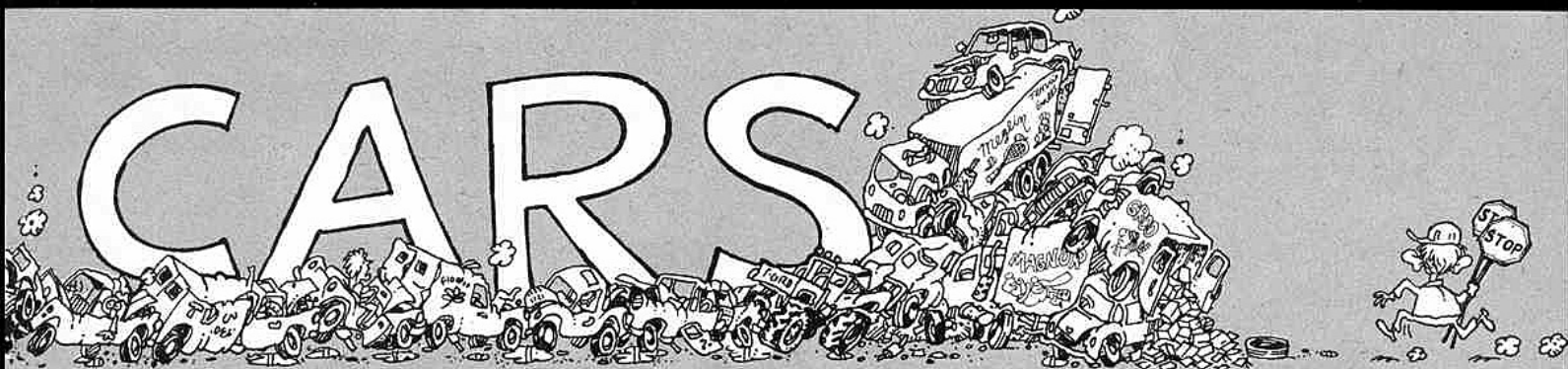
John &  
Nick



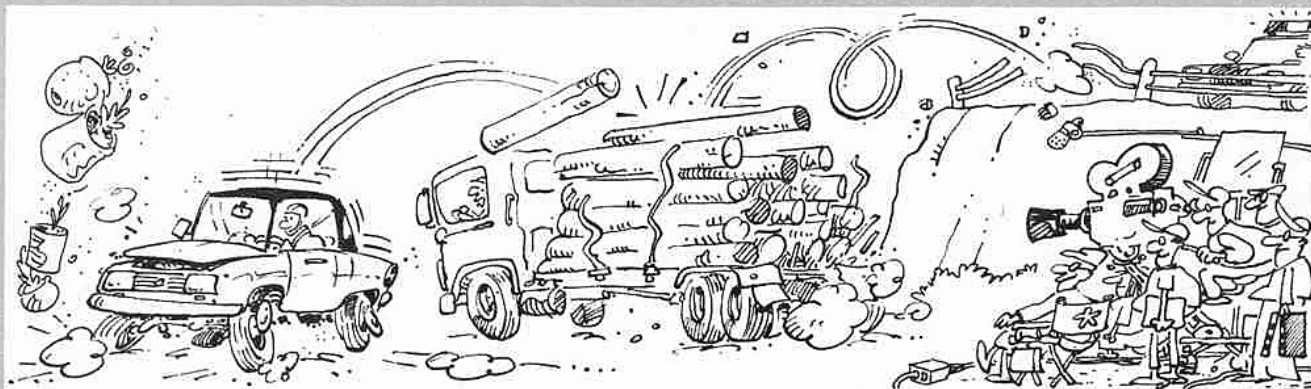
# A MAD LOOK AT



# CARS







FRAGONES



BERG'S-EYE VIEW DEPT.

# The Lighter Side Of...

ARTIST AND WRITER: DAVE BERG

## DINOSAURS

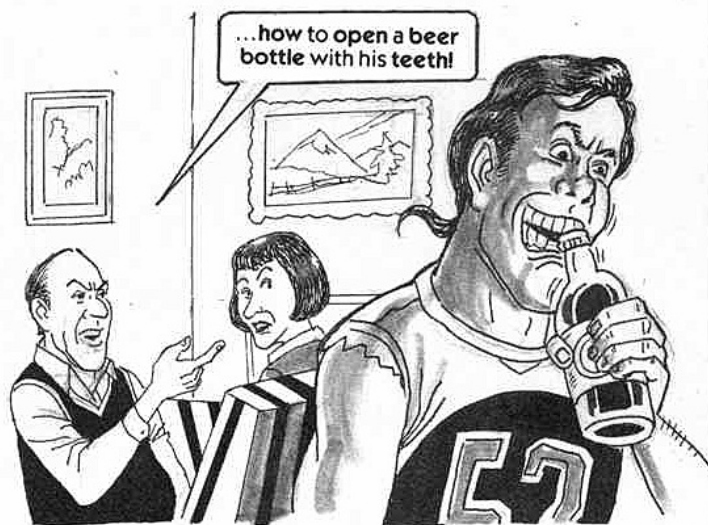


## THE ECONOMY





## EDUCATION



## DIETS



## WARNINGS



## MODERN TECHNOLOGY



## SETTLING ARGUMENTS



## LEARNING



## PRESSURE

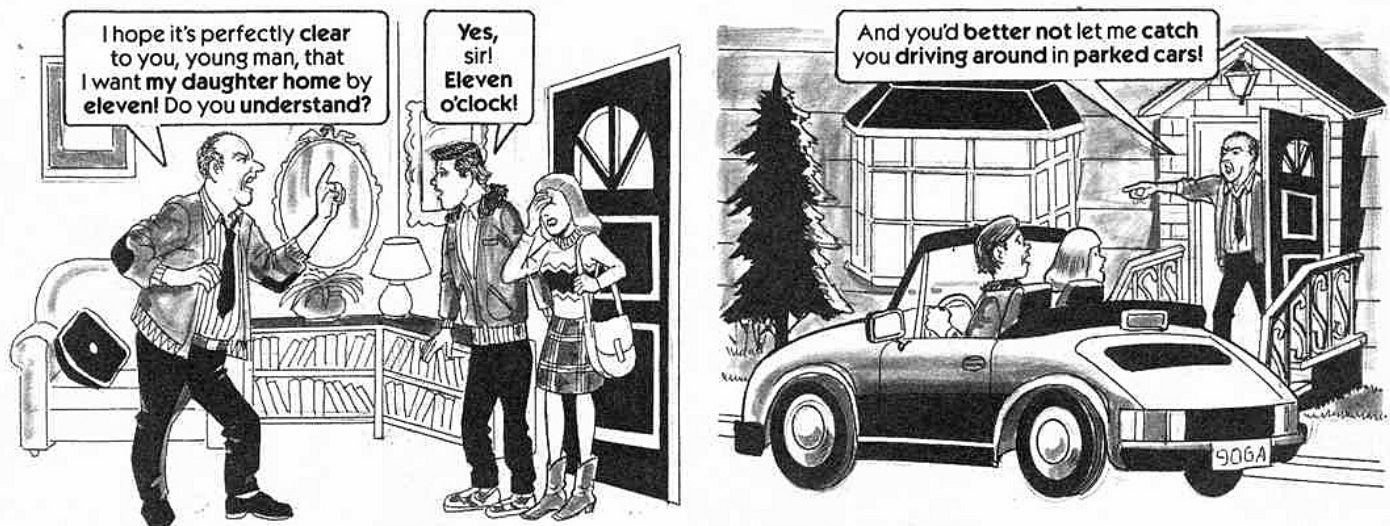




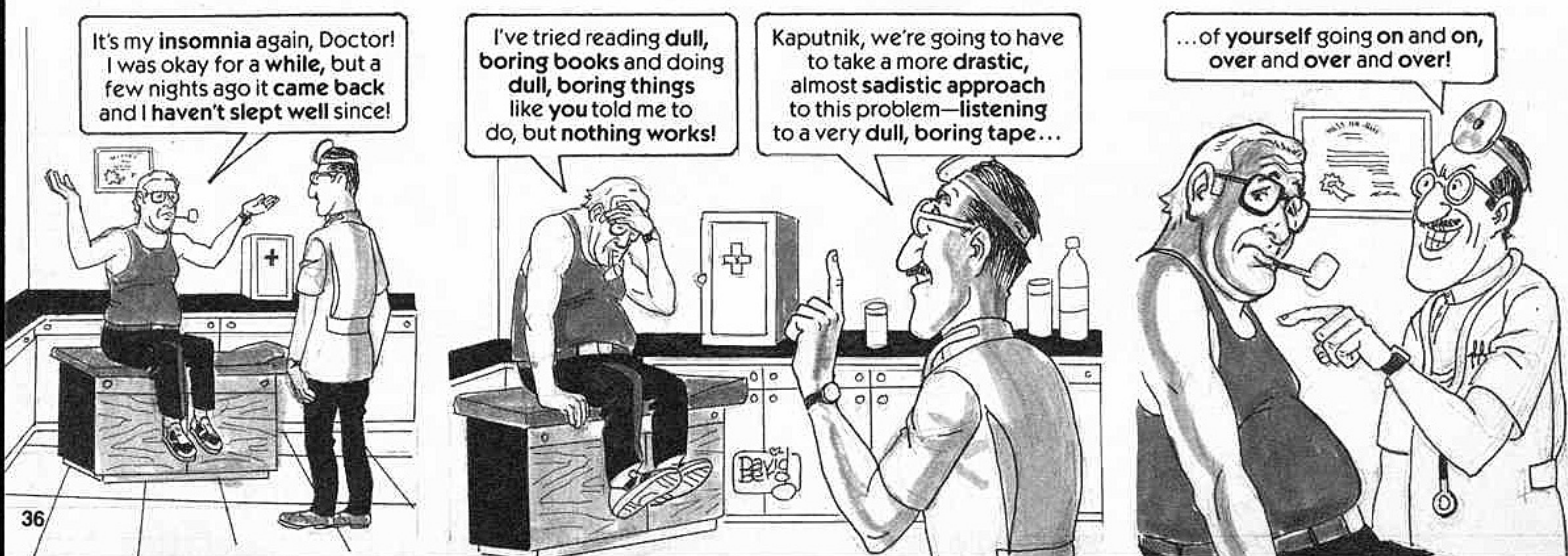
## THE OFFICE



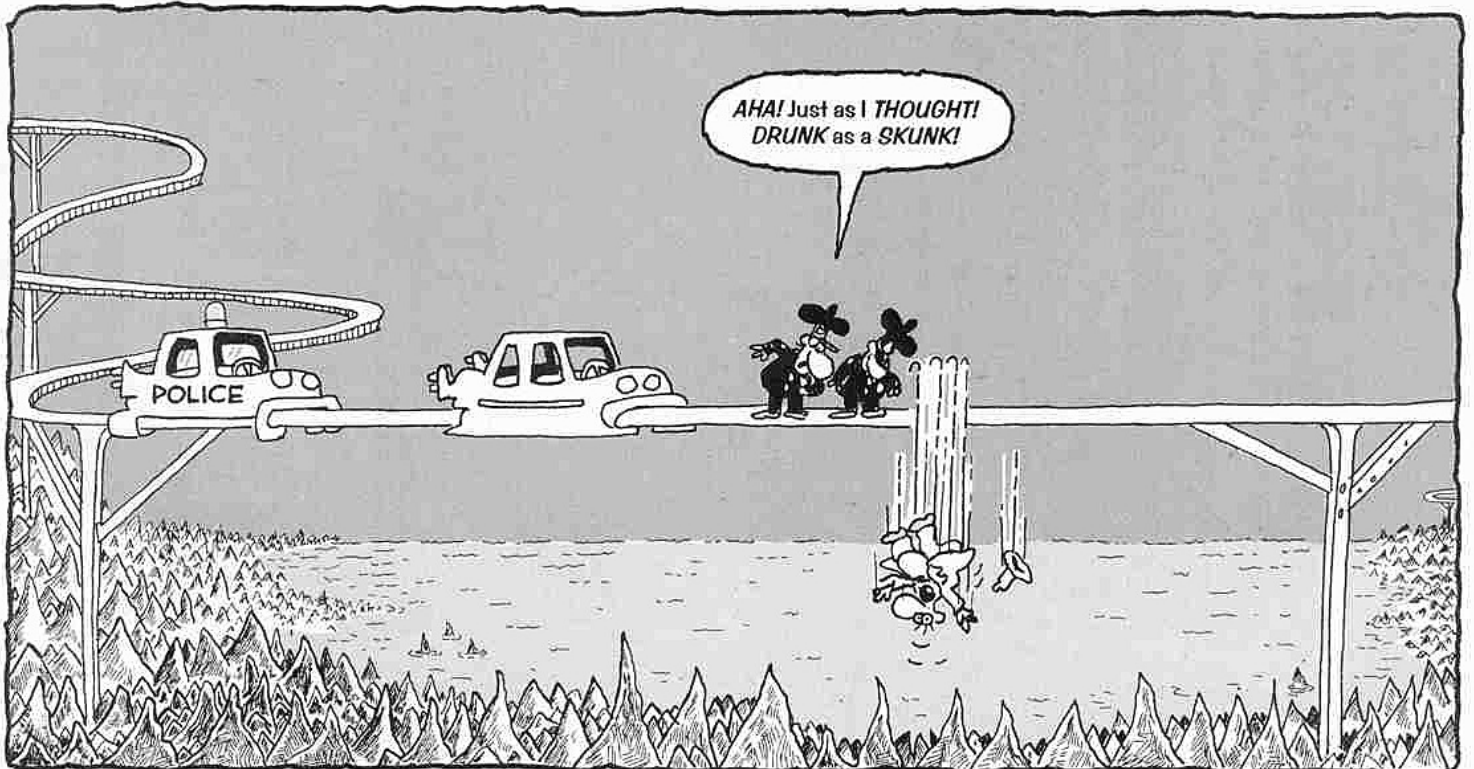
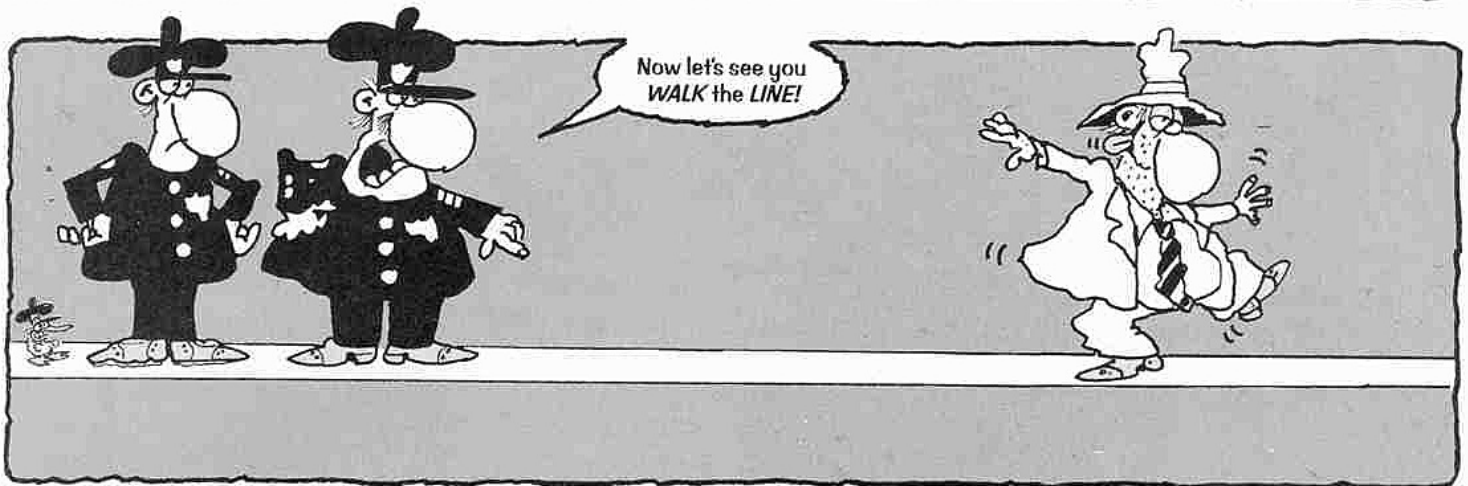
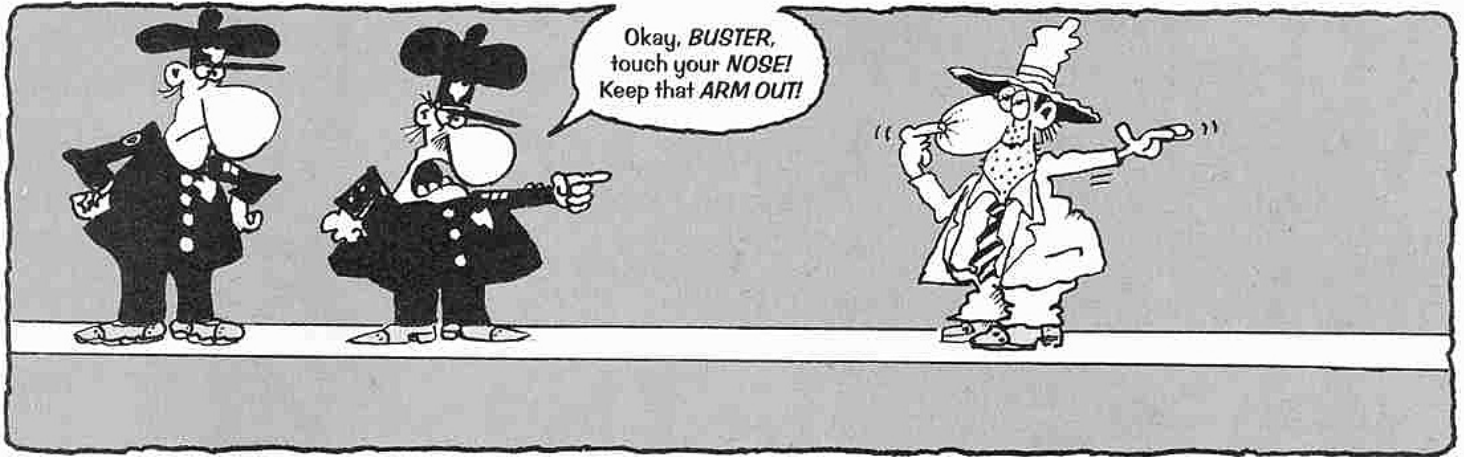
## FATHERS



## DOCTORS



# THE FUNKY FUTURISTIC FALLOUT





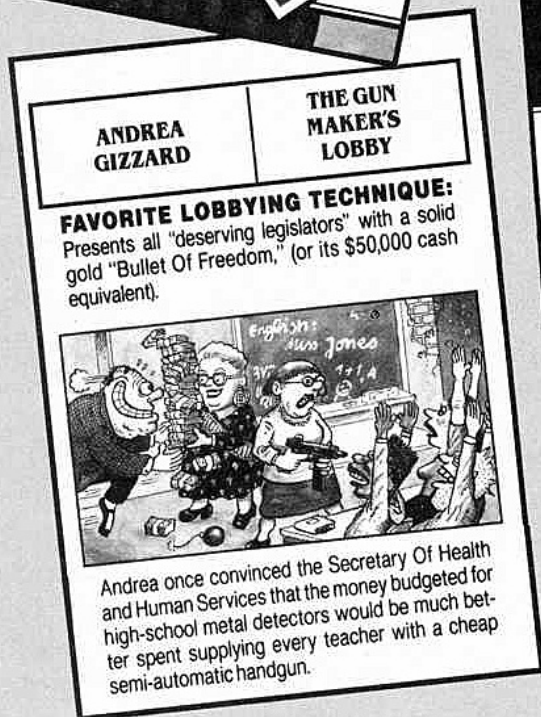
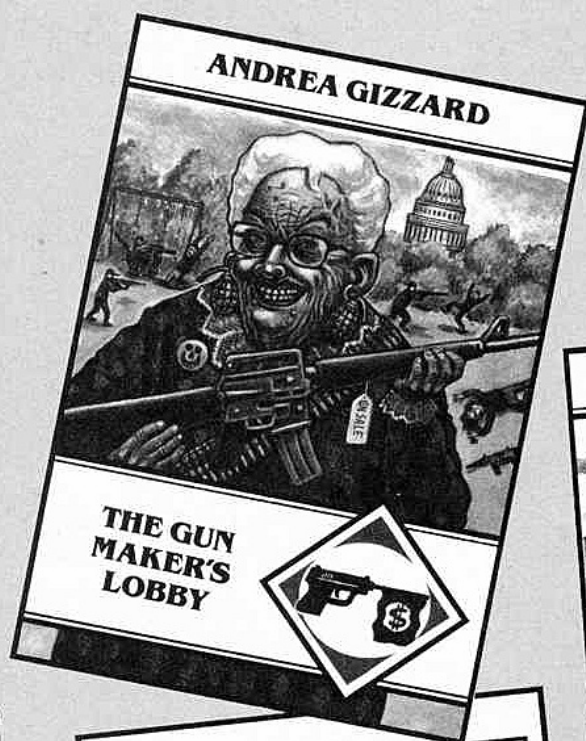
HERE COMES THE BRIBE DEPT.

They're sleazy! They're manipulative! They're mega-powerful! They bribe politicians to support their greedy special-interest clients! They're the enemies of democracy, but hey, they need to be recognized too! That's why we're saluting...

# MAD'S 1993

# WASHINGTON LOBBYIST

# ALL-STAR



## HORVEL TAPPENHEAD

## ZACHARY OUCH

## DORIS BLISTERGAST

### THE JAPANESE EXPORT LOBBY

### THE MEDICAL PROFESSIONAL'S LOBBY

### THE MILITARY DEFENSE CONTRACTOR'S LOBBY

#### HORVEL TAPPENHEAD

#### THE JAPANESE EXPORT LOBBY

**MAJOR ACHIEVEMENT:** Swayed the President to suggest in his State of the Union message that the word "Toyota" be worked into the Pledge of Allegiance.



Horvel regularly offers all "cooperative" politicians 2 million dollars to lecture Japanese industrialists on ethics in the American government.

#### ZACHARY OUCH

#### THE MEDICAL PROFESSIONAL'S LOBBY

**MAJOR ACHIEVEMENT:** Convinced The National Association of Governors to support legislation forbidding the sale of cotton swabs without a physician's prescription.



On the eve of last year's big Senate vote on regulating medical costs, Zachary offered free buttocks-reconstruction surgery to the wives of all legislators voting against the bill.

#### DORIS BLISTERGAST

#### THE MILITARY DEFENSE CONTRACTOR'S LOBBY

**FAVORITE LOBBYING TECHNIQUE:** Will sleep with "anyone on the Hill" who allocates funds for two or more Apache Helicopters.



In 1991, Doris assured the government's purchase of an unnecessary spy satellite system by having her brother-in-law, Izzy, pose as a Greek espionage agent and tell a Senate Defense Panel he had proof Scotland was planning to invade San Diego.

## WESTINGHOUSE J. SHRIMP

#### WESTINGHOUSE J. SHRIMP

#### THE TOBACCO GROWER'S LOBBY

**MAJOR ACHIEVEMENT:** Produced a whimsical series of "Only You Can Prevent Forest Fires" public service announcements for children in which Smokey The Bear is replaced by Joe Camel.



For the last five years Westinghouse has sponsored week-long Caribbean cruises in which governors are invited to personally check out the "qualifications" of entrants in the annual "Miss Filter Tip" competition.

### THE TOBACCO GROWER'S LOBBY





## THE AGONY OF THE FETUS DEPT.

Aren't you sick and tired of all the newspaper stories about abortion? Well, don't despair for we've created one single story to take the place of the hundreds that you've been wading through! Simply fill in the numbered blank spaces from the corresponding lists and you can quickly enjoy...

# MAD'S ALL-INCLUSIVE DO-IT-YOURSELF ABORTION NEWSPAPER STORY

The debate over abortion \_\_\_\_\_ ① \_\_\_\_\_ today  
as the two sides \_\_\_\_\_ ② \_\_\_\_\_ ③ \_\_\_\_\_.  
Pro-lifers, chanting \_\_\_\_\_ ④ \_\_\_\_\_, declared  
that life begins \_\_\_\_\_ ⑤ \_\_\_\_\_ and that abortion  
\_\_\_\_\_ ⑥ \_\_\_\_\_. This led to \_\_\_\_\_ ⑦ \_\_\_\_\_  
with \_\_\_\_\_ ⑧ \_\_\_\_\_ pro-choicers defending their  
right to \_\_\_\_\_ ⑨ \_\_\_\_\_.  
\_\_\_\_\_ ⑩ \_\_\_\_\_ that the issue won't be settled  
until \_\_\_\_\_ ⑪ \_\_\_\_\_ ⑫ \_\_\_\_\_.

WRITER: FRANK JACOBS

①  
escalated  
turned ugly  
claimed 27 more casualties  
won critical raves  
continued to bore us silly  
rose to no. 8 on the charts  
self-destructed  
filed for bankruptcy  
won FDA approval  
orbited Neptune  
was optioned by Oliver Stone  
went into reruns

⑤  
at conception  
when you're outed  
at 40  
during Happy Hour  
with that first sip of Chianti  
in the back seat of a Honda  
when there's a full moon in Leo  
with a good backhand  
during months with an "R"  
with Spring Break  
when you're regular  
with a parade down Main Street

⑨  
take charge of their bodies  
serve in combat  
conceive all by themselves  
OD on Belgian waffles  
move out of Cleveland  
carry their young in pouches  
bathe in garlic  
mate in groups of eight  
watch *The Hat Squad*  
become free agents in 1994  
inhale

②

clashed  
jousts on horseback  
mud-wrestled  
exchanged fudge recipes  
fondled Morley Safer  
traded running backs  
raised ticket prices  
unleashed their children  
called for U.N. sanctions  
met with Nicolas Cage  
scored perfect 10s  
pumped up their Reeboks

③

outside a Boston clinic  
in a Dallas courtroom  
at a K-Mart *Fashions for Fall* sale  
at the Belgrade 500  
at a GOP fund-raiser  
during a séance at Graceland  
in South Central L.A.  
in the Silverdome  
during a *Murphy Brown* taping  
at the twilight's last gleaming  
at 34,000 feet  
under assumed names

④

"Save the unborn!"  
"Elvis died for our sins!"  
pre-Colombian curses  
Henny Youngman punchlines  
"My doctor says Mylanta"  
"Kiss me—I'm Polish"  
their ZIP codes  
"Win one for the Gipper!"  
"Where's Waldo?"  
on all fours  
"No more theme parks!"  
"The British are coming!"

⑥

is murder  
confuses Sagittarians  
did in the Incas  
won't fly in Altoona  
upsets Charles Barkley  
does nothing for heartburn  
won't make it to the big screen  
can ruin a long weekend  
is a poor substitute for brushing  
killed off the passenger pigeon  
won't save the wetlands  
is bad news for the yak

⑦

a shouting match  
hand-to-hand combat  
a food fight  
swapping husbands  
comparing dental work  
three days of looting  
a 5K race up Pike's Peak  
a hog-calling contest  
A Syrian walk-out  
a four-day love-in  
an I.R.S. audit  
An out-of-body experience

⑧

militant  
a lost tribe of  
skinhead  
small-eared  
Czarist  
senile  
herbivorous  
lingerie-clad  
defrocked  
molting  
Mesozoic  
drooling

⑩

Both sides agree  
Experts are convinced  
Mets fans fear  
John Gotti's lawyers insist  
The Big Bang Theory indicates  
Las Vegas bookies are betting  
Sonny Bono's astrologer predicts  
Your dentist will tell you  
A Boise extraterrestrial says  
Comparisons of gas mileage show  
The smart money in Chad feels  
You can tell from the aroma

⑪

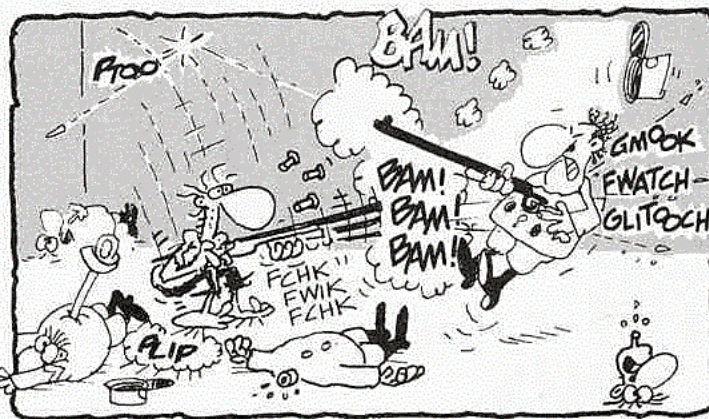
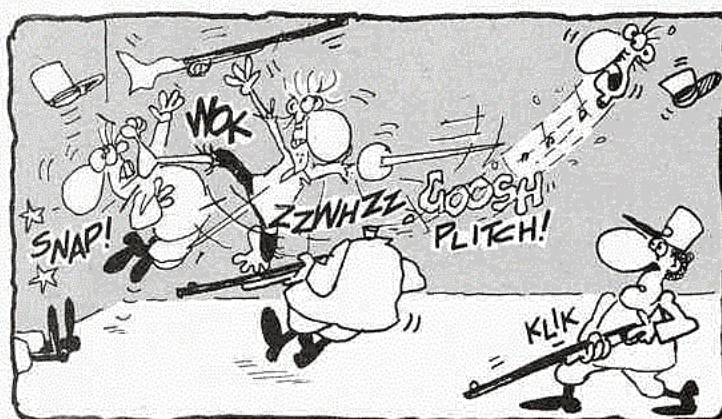
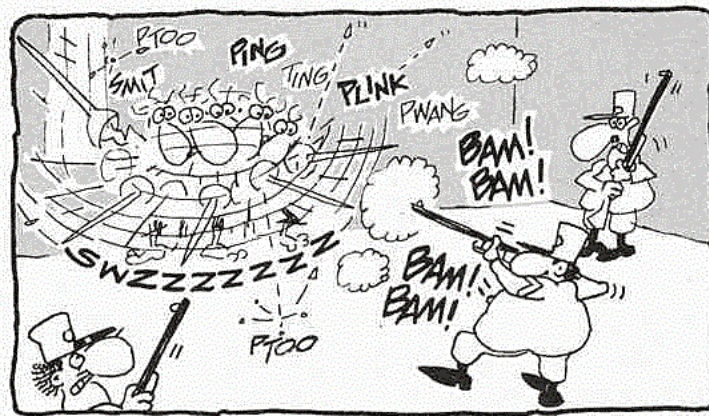
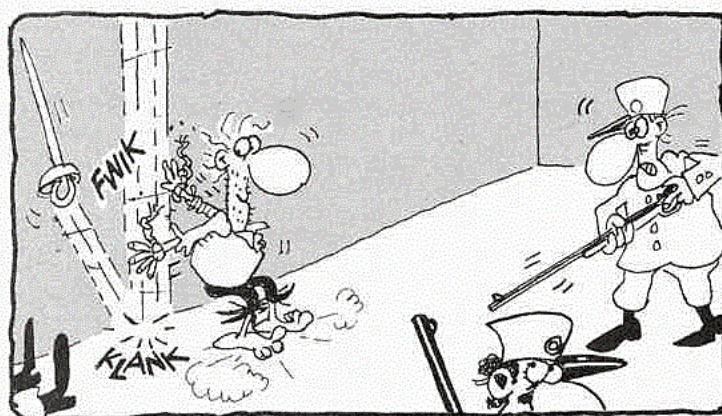
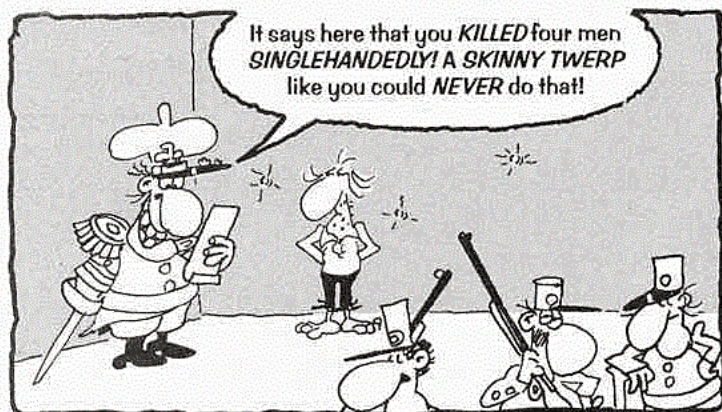
the Supreme Court  
the Monroe Doctrine  
Pat Robertson  
the porno lobby  
Time Warner Inc.  
the Continental Congress  
*L.A. Law*  
either Siskel or Ebert  
*Good Housekeeping*  
The Federal Council on Flossing  
the Braves' front office  
public indifference

⑫

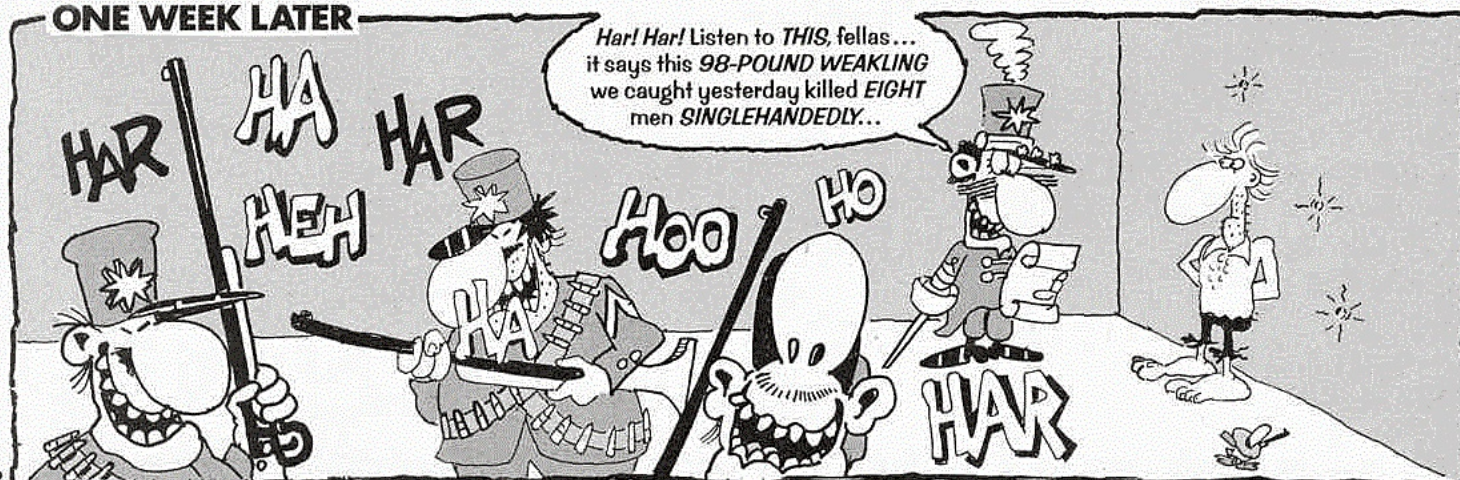
overturns Roe vs. Wade  
reaffirms Roe vs. Wade  
bans infant nudity  
eliminates the high-five  
jacks up the price of okra  
legalizes polygamy  
replaces Atlanta's Olympic mascot  
renounces satanism  
endorses airbags for dog teams  
clears Nero of any wrongdoing  
cuts out fatty foods  
overthrows the Grand Caliph



# THE PLUCKY PRISONER'S PANDEMONIUM



ONE WEEK LATER





**Nowadays, a government agent who is loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent is a bigger dinosaur than you'd expect to find in Jurassic Park! With these qualities, it's no wonder he's...**

# IN LINE TO BE FIRED

**I'm Crank Haggard! I don't move as fast as I used to because I carry a little more weight, a slightly bigger gun, and at least 90 pounds of heavy guilt! Why? Because 30 years ago, if I'd made the right moves, I might have saved President Kennedy's life! Then too, I might have become a ballet dancer! You just never know!**

**I'm Alpo. Crank's partner!**  
I've worked side by side  
with him for years, and  
my feeling is he just  
**keeps too many things**  
**to himself!** Like, for  
instance, I know we work  
for some government  
service, but he won't  
even tell me **which one!**

**I'm Agent Filly Gams! Yes, a woman secret service agent! You got a problem with that? I don't ask for any easy assignments or special treatment and everyone accepts me as "just one of the boys"! But that can get pretty uncomfortable, especially in the men's room!**

I'm Switch Eerie, a playful government trained assassin! I'm so grateful for the education they gave me. I decided to pay back my student loan by assassinating the President! And I'm going to do it right under the nose of Agent Crank Haggard! It'll be easy, because I'm also a master of disguise! Like now! I'll bet you thought I really was a phone booth, right? C'mon, admit it!



ARTIST: ANGELO TORRES

**WRITER: DICK DEBARTOLO**

**Alpo, as a special agent, you've got to be ready, willing and able to take a bullet meant for the President! Could you do that?**

Sure, Crank, just as long as it wasn't fired from a gun! It'd be a real nice souvenir to put on top of my dresser!

I called your agency because I was very upset about what I found in my tenant's room—this horrible, gory display of pictures of the Kennedy assassination nailed up all over the wall!

Well, I can certainly see why that would be upsetting!

You **know** it! The little creep could've used **tape**! It's going to cost me a small **fortune** to get that wall **replastered**! And like a fool, I didn't even ask for a **security deposit**!





Crank, it's you in that picture!

Yeah! I was totally caught off guard that day!

You mean you might have jumped in front of the President and stopped the bullet?

No! Look at that dumb expression on my face! If I'd have known my picture was being taken, I would have smiled!



I know your name, you sick @\$%&\*! It's Switch Eerie!

Call me Booth!

Because John Wilkes Booth assassinated Lincoln?

Hey, that's cute! I never thought of that! I meant because the only time I call you is from a phone booth!



Guess what, Crank—I'm going to kill the President!

You know, Booth, just saying that's a Federal Offense!

Really? Then I might as well kill the president! That's a Federal Offense and it seems like a better deal for the price! And I'll even give you some clues!

Okay, when are you going to do it?

Toward the end of the movie! I have lots of disguises to wear first!

DANGER NO LIAISONS ALLOWED IN THIS AREA

GOOPY RENTALS

Isn't it ironic, Crank? You're going to be involved in three major assassinations!

Three? How do you figure three? Kennedy was one, your attempt on the current President is two! What's the third?

This movie! It assassinated the Last Action Hero at the box office!



SECTION 8

We tried to trace that call, but we failed!

You gotta be kidding! What the hell is wrong with you guys?

C'mon Crank! He was calling from a pay phone! There are 4,000 pay phones here in Washington, D.C.!

But less than a dozen work! Give me a break!

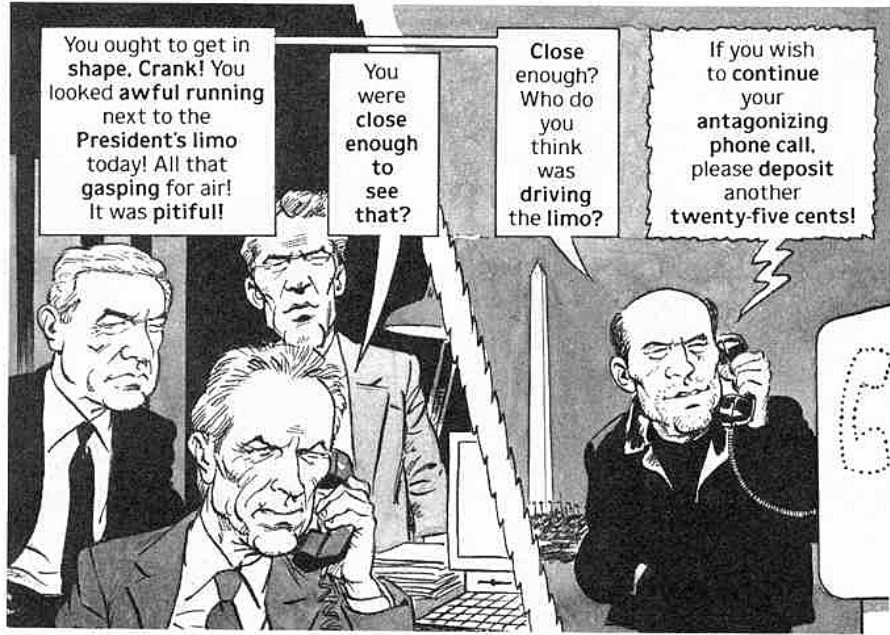
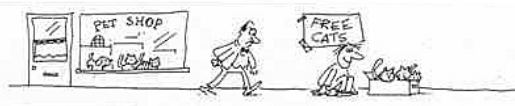
PAY YOUR PHONE BILLS HERE



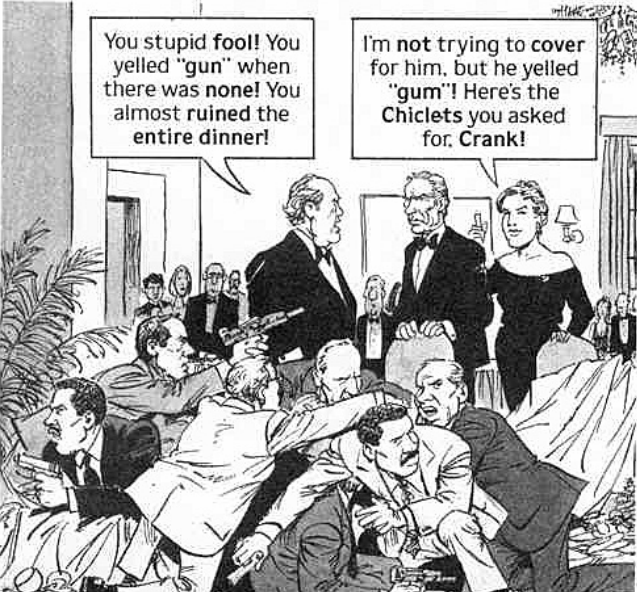
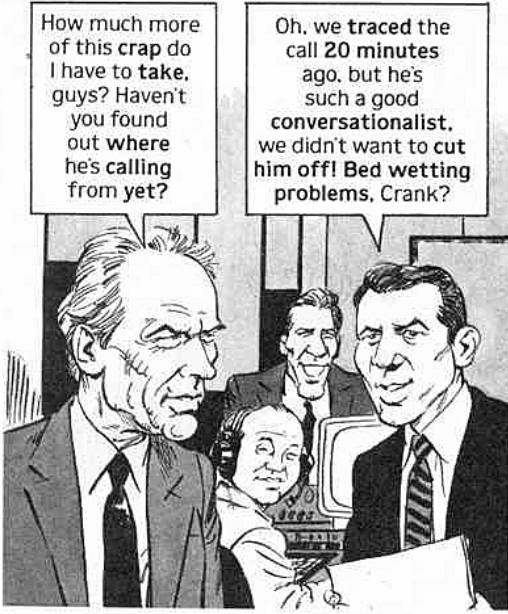
Man, am I out of shape! I can hard...hardly breathe! I think my...my lungs are going...

Your eyes are already gone! The President's limo made a left two blocks back!





I do admire your honesty, Crank! You admitted that you had a drinking problem, a bad temper, and that your marriage wasn't working! I think you went a little far admitting you still had bed wetting problems, but...





Is that gun good for shooting ducks?

It has the firepower of a small cannon!

Oh, I like something more powerful to shoot ducks, but maybe it's good for butterflies!

This is plenty powerful! Watch! I'll blow apart your buddy's head, just like he's blowing apart the ducks!

Damn, it's another animal activist!

You son-of-a-~~^%\$#@!~~ That's not the President! You shot my partner, Alpo! You told me you wanted to shoot the President! He was only a potential president—dumb, deceitful and decadent!

A WOUND WITH A VIEW

We have to take every precaution for this big fund raising dinner! Did we get an ample supply of B-positive blood?

Crank, the President is A-negative!

I know! The blood supply's for me!

We're going to have to frisk guests before we let them in!

There's no use frisking them! They've already paid \$10,000 a plate for dinner—they don't have any money left to take!

Frisk them for guns! I know you don't believe anyone would kill the President, but suppose he's badly injured?

That would be great—the "sympathy" vote could be just what he needs to be re-elected!

I'm making a \$50,000 donation! Does that enable me to meet the President?

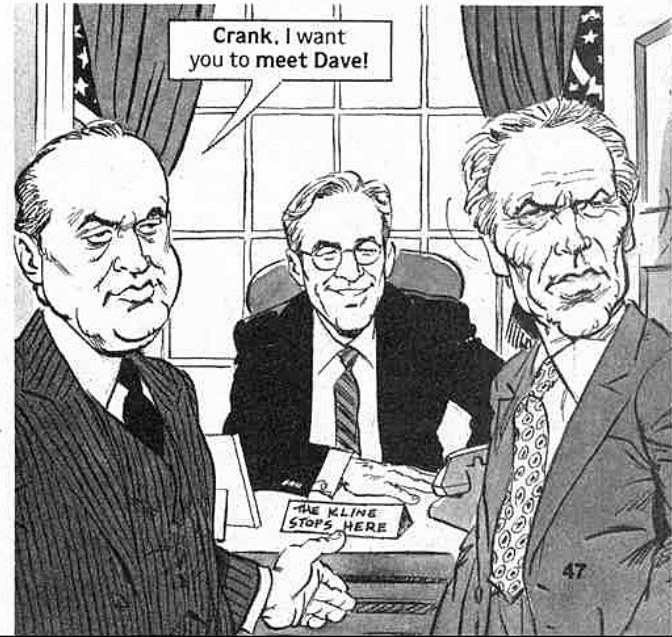
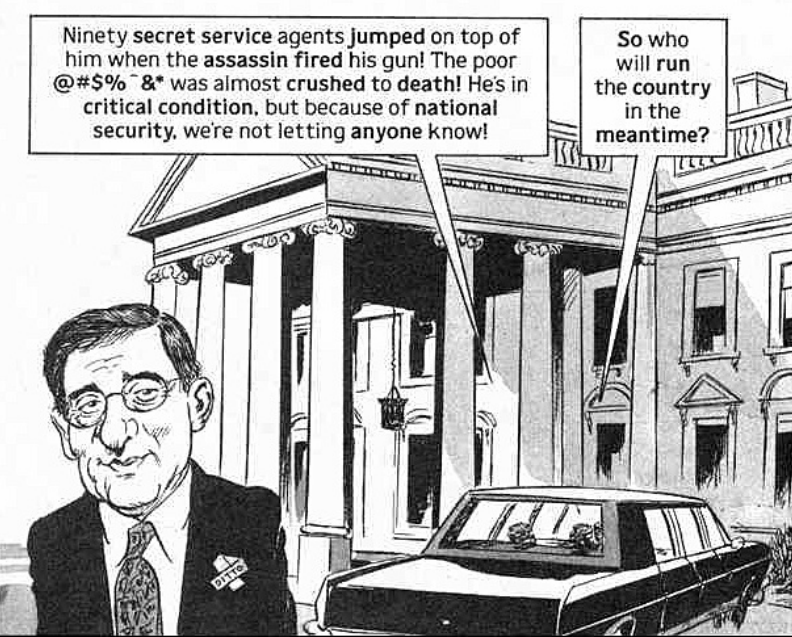
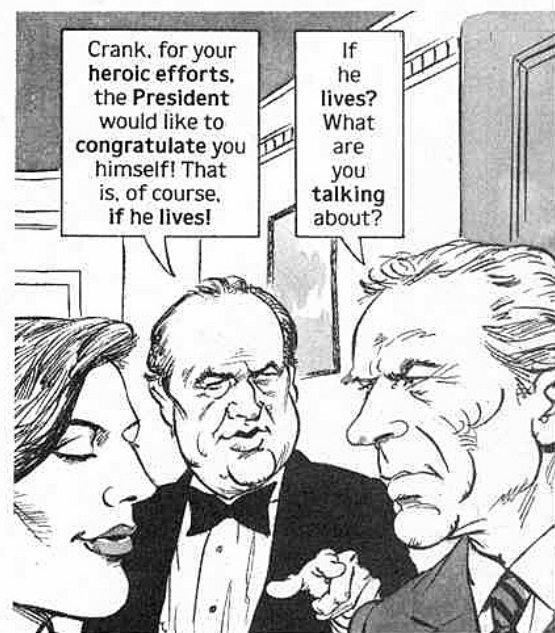
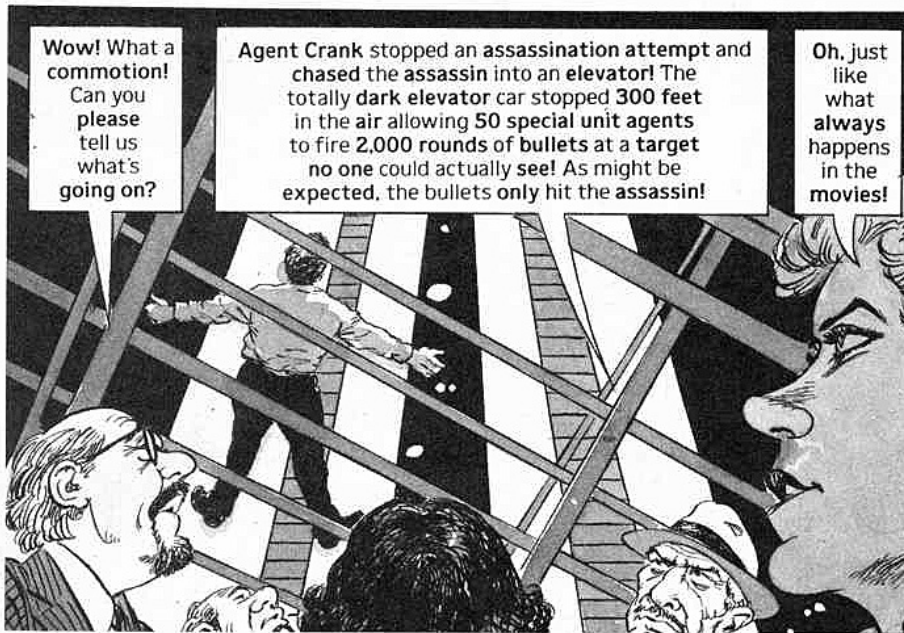
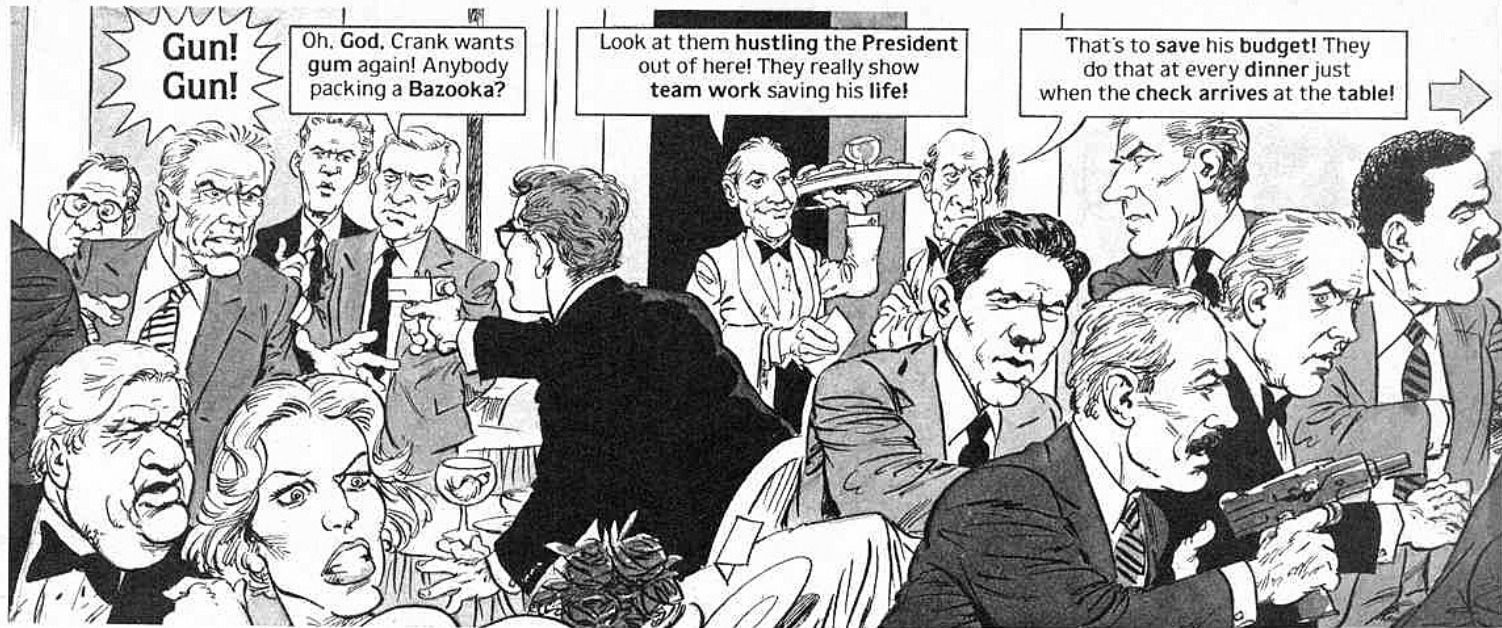
Hell, for that kind of money you can take a shot at him! Want to borrow my gun?

No thanks! I got past your metal detectors with my trusty old plastic job that I made myself! I'm a nut for tradition!

We spent days removing mailboxes, checking under manholes, and setting up barricades to protect the President! Why are we letting an unauthorized taxi pull up in front of the hotel?

Hey, we've been trained to deal with professional assassins, not cab drivers! You know how vicious those animals can be!

Hey guys, it's me, Crank! I'm back! I was fired, but I forgot one small meaningless chore I was supposed to do before I was let go! I forgot to stop a Presidential assassination!





**Sure, it seems easy being a space alien. You've got your x-ray vision, your late model space ships and media coverage galore. But, as usual with most glamour jobs, there's a lot of nitty gritty work the public doesn't get to see. The job can become routine, and even a bit tedious, as we learned when we stumbled upon this intriguing page from...**

# A Space Alien's Date Book

8:15 A.M. Leave asteroid for work.

8:15 A.M. Leave asteroid for  
9:00 A.M. Hover over cornfield on outskirts  
midwestern town.  
backyard where housewife is hanging  
barking dog with penetrating energy

15 A.M. Leave asteroid for  
9:00 A.M. Hover over cornfield on outskirts  
midwestern town.  
9:30 A.M. Land in backyard where housewife is hanging  
laundry. Silence barking dog with penetrating  
gaze.  
Housewife with laser-gun or energy  
guns. Levitate her body just for  
a passing motorist  
spaceship. Remo-

00 A.M. Midwest  
9:30 A.M. Land in backyard where laundry. Silence barking dog gaze.  
10:00 A.M. Stun housewife with laser-gun or energy-pulsating fingertips. Levitate her body just long enough to be glimpsed by a passing motorist. Materialize the body inside spaceship. Remove internal organs; weigh, label and categorize. Return most, if not all, to the body. Erase all trace of surgery. Rematerialize housewife in backyard. Turn back time two hours. Bid enigmatic goodbye. Leave.  
prestigious astronomer who everyone  
Deliver pep talk. Leave him  
of an unidentified

1:00 P.M. Visit once prestigious astronomer who everyone thinks has gone mad. Deliver pep talk. Leave him fist-sized fragments of an unidentifiable element.

Visit once prestige  
thinks has gone mad. Deliver  
first-sized fragments of an un-  
element.

Drop by Whitley Strieber's house, pick up royalty  
check from best seller, Communion.

Southwestern desert.

lift.

Presid

3:15 P.M. Drop by Whitley  
check from best seller.

3:00 P.M. Hover over southwestern desert.  
offer psychotic drifter a lift.  
Weekly World  
Sale

3:00 P.M. Hover over southwestern  
3:30 P.M. Offer psychotic drifter a lift.  
Base for cover of Weekly World  
discuss ozone depletion  
endorsement

5 P.M. Drop  
check from  
00 P.M. Hover over southwestern desert  
3:30 P.M. Offer psychotic drifter a lift.  
4:30 P.M. Pose for cover of Weekly World News with President Clinton. Discuss ozone depletion, space travel, future political endorsements.  
asteroid. Introduce psychotic drifter to Windham Hill.

6:30 P.M. Offer psych...  
 6:30 P.M. Pose for cover of Weekly World  
 Clinton. Discuss ozone depletion,  
 future political endorsements.  
 6:30 P.M. Back at the asteroid. Introduce psychotic drifter  
 to other aliens. Listen to Windham Hill.  
 Eat Drifter.  
 ...balls, peel off out  
 ...to NASA satellite

9:00 P.M. Dinner. Eat Drifter.

6:30 P.M. Back at the asteroid to other aliens. Listen to the radio.

9:00 P.M. Dinner. Eat Drifter.

10:00 P.M. Wash antennae, brush eyeballs, peel off outer layer of skin. Beam cryptic message to NASA satellite. Lights out.

UHF VHF UFO

**ARTIST: GREG THEAKSTON**

**WRITER: LORI KOLMAN**



◀ B



# HAIKU

## For Our Polluted Planet

Floating down the creek  
The sunlight shines against the  
5-cent deposit.

The eagle soars free  
And landing on the stark cliff  
Hacks up thick gray stuff.

Mountain-climbing goat  
Eager to reach the top of  
Mounds of McRubbish.

The sky, brilliant blue.  
The land, lustrous green—except  
Not in that order.

A thousand years hence  
The tick of time erodes naught  
As styrofoam rules.

Exxon's bill is due  
Yet who pays this billion bucks?  
Look in the mirror.

The newborn babe wakes  
And seeing Chernobyl's wreck  
Laughs with both its mouths.

Today's soiled diapers  
Special gifts for the morrow  
It is their problem.

